

A black and white photograph of a man in a white lab coat, standing and holding a briefcase. He is looking slightly to his left. The background is a wall with horizontal slats.

Part 2

Design Principles

Collateral formats

Distribution

Legal, contact information

Appendix

2.7

Collateral formats

Overview

Brochures

Specification sheets

Case studies

White papers

Folders and flyers

Booklets and reference guides

CDs

Miscellaneous materials

Collateral formats

Ask yourself this about every piece: if you took the logo away, would your creative presentation still feel like IBM?

Overview

Every collateral deliverable conveys a message from IBM to our customers and prospects. By its very nature, collateral resides “in their hands,” so the message must always be consistent with the brand’s look, tone and feel. Badly written copy, unfocused messaging, poor imagery and clumsy production steadily unravel the fabric of the IBM Brand.

When you write a collateral piece, make sure that your copy is warm, engaging and conversational. Make certain it is concise and content rich. And, above all, make sure that it is consistent with the brand. Ask this about every piece: If you took the logo away, would your creative presentation still feel like IBM? Hopefully, the answer will be yes.

A wide range of formats

While sales collateral has many formats to choose from, each format was created to best convey specific benefits. For example:

Brochures, booklets and flyers – show how IBM products, services and solutions meet a customer’s strategic needs. They also offer a flexible format capable of presenting customer benefits, competitive advantages and features.

Specification sheets – deliver technical information on IBM products according to a stricter set of design standards.

Case studies – combine a customer interview with the features and benefits of an IBM solution to show how a business challenge was overcome. They also demonstrate IBM expertise in specific industries and applications.

White papers – provide information or position on a current industry subject. They can be in the voice of IBM or written by a third party to position IBM as a thought leader in the IT community.

Pocket folders – hold brochures, specification sheets and a combination of other collateral materials.

Reference guides – provide technical information on multiple products, families of products, peripherals or options. They can also serve as a cross-reference guide to compatible products.

Choose a format that is best suited for the content within and best suited for the target audience.

Brochures – cover design (8.5"x11" or A4)

The subject identifier:

The subject identifier labels the IBM product, offering or solution that the collateral piece is about

Font:

Helvetica Condensed Bold
 11/14 pt

Position:

Upper-left corner
 .4375" from the top
 aligned to the IBM Logo
 .75" from the left

e-business logo:
 (optional)

Position:

Lower-left corner
 or lower-right corner
 align with subject identifier
 or IBM logo

Color:

e-business red or black

StorageSmart Management
 Tape Solutions

IBM

**Leveraging IT to help achieve
 your business objectives.**



**The IBM Logo and
 logo holding device:**

Position:

Upper-right corner

Size:

2" wide and 1.3125" tall
 IBM Logo is reversed and
 centered within
 the logo holding device,
 no more than .4375" tall

Color:

IBM Blue or black
 60% grey is optional when
 using 100%
 black backgrounds in
 black & white print jobs

Headlines:

Font:

Helvetica Bold 18/22 pt

Alignment:

Flush left or centered

Position:

Anywhere on page
 below 2"

Color:

Black or reverse

Subheads:

Font:

Helvetica Regular Oblique
 12/16 pt

Alignment:

Flush left or centered

Position:

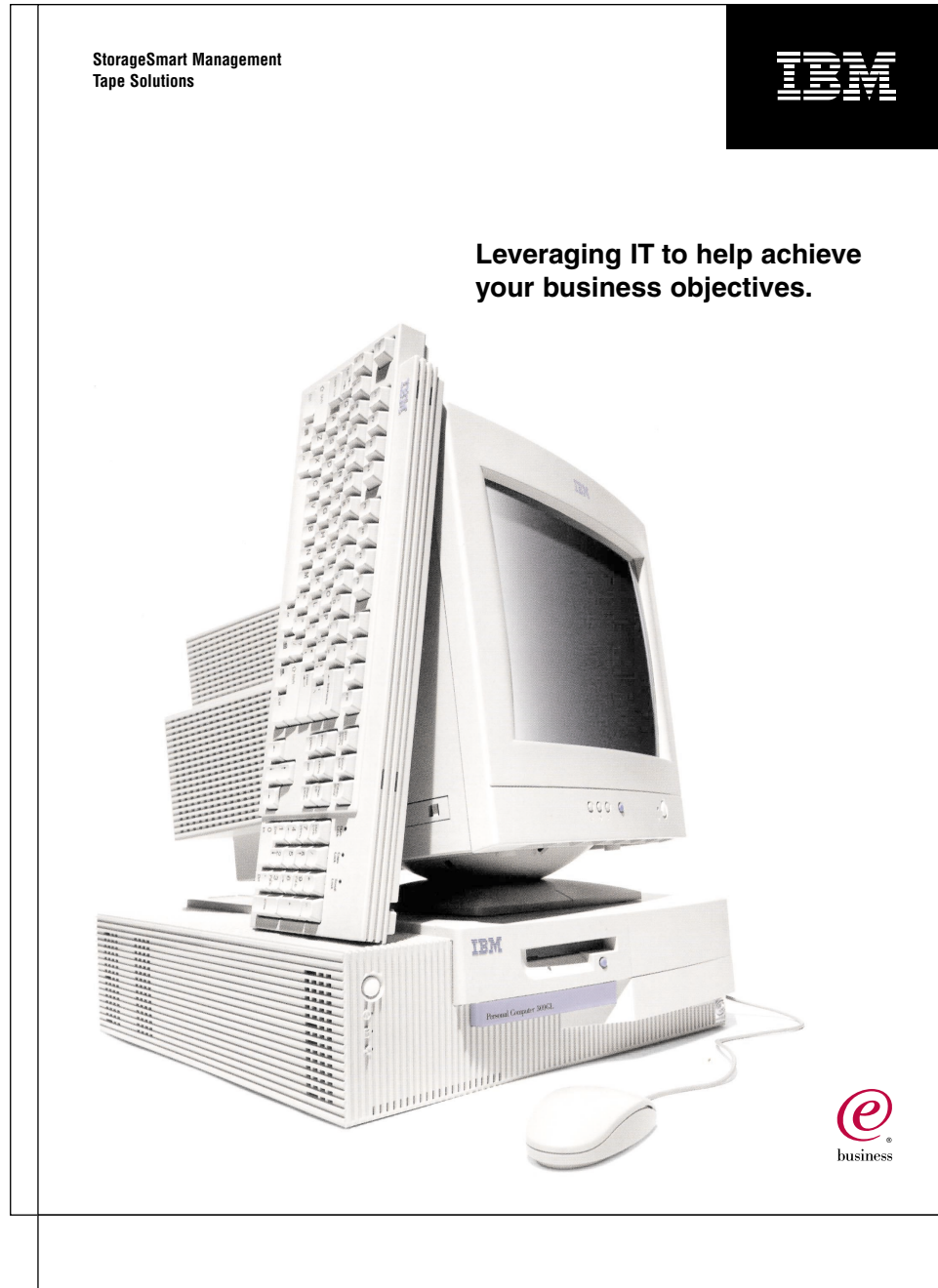
Anywhere on page below
 a headline

Color:

Black or reverse

Note: The preferred image area for covers is a four-sided bleed; however, non-bleed imagery is accepted in instances where production specifies a black-plate change to the headline. Image content should be relevant and targeted.

ISO sizes



Anchor point:

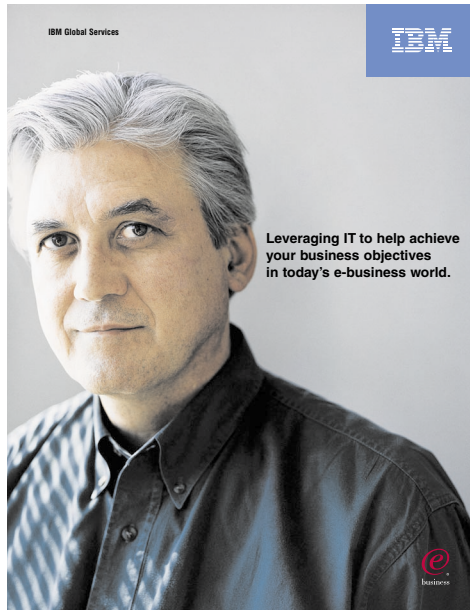
The IBM Logo and logo holding device are always anchored in the upper-right corner.

Using the upper-right corner as the anchor point, the lower-left corner may be shortened or lengthened depending on standard size in geography.

Note: Collateral mechanical files should be created in individual pages, thus allowing easy trimming and stripping when adapting to ISO sizes. See **section 2.8** – Distribution for information on setting up files in Adobe InDesign.

Brochures – alternative covers

**Optional
3-line headline
with IBM Blue
logo holding device**

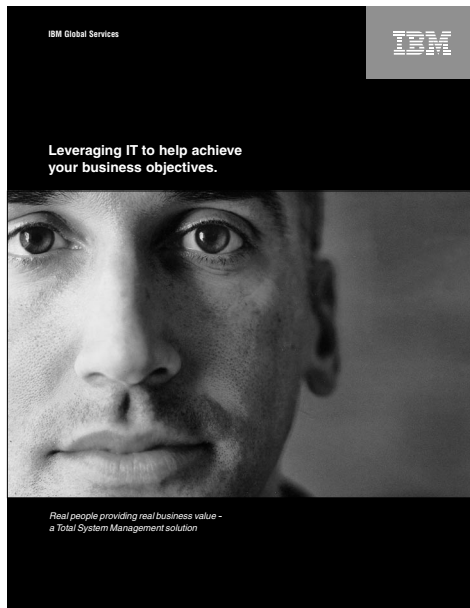


**Optional centered
single-line headline with
separated subhead**

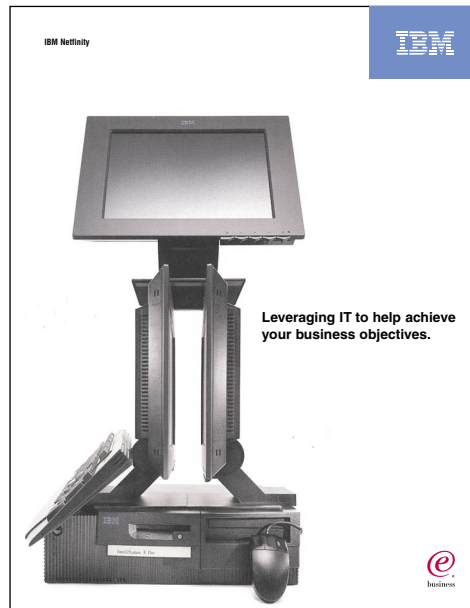


**Optional
one-color cover with
black background**

Note: When the background is 100% black and the brochure is printing in black & white, a 60% black logo holding device is used.



**Optional
non-bleed image cover**



Brochure inside spreads – one-column grid

Section header:

The section header may be used at the top of each page or spread to indicate the main topic of a section of copy. Should be benefit-focused and concise.

Font:

Helvetica Bold Oblique
12/21 pt

Position:

Upper-left corner
.4375" from the top
.75" from the left

Page numbers:

Font:

Helvetica Light Oblique
8 pt

Alignment:

Centered on page

Position:

.3125" from base of type
to trim

Body copy:

Font:

Helvetica Light 9/22 pt or
Bodoni Regular 11/22 pt

Alignment:

Justified with 11 pt space
between paragraphs

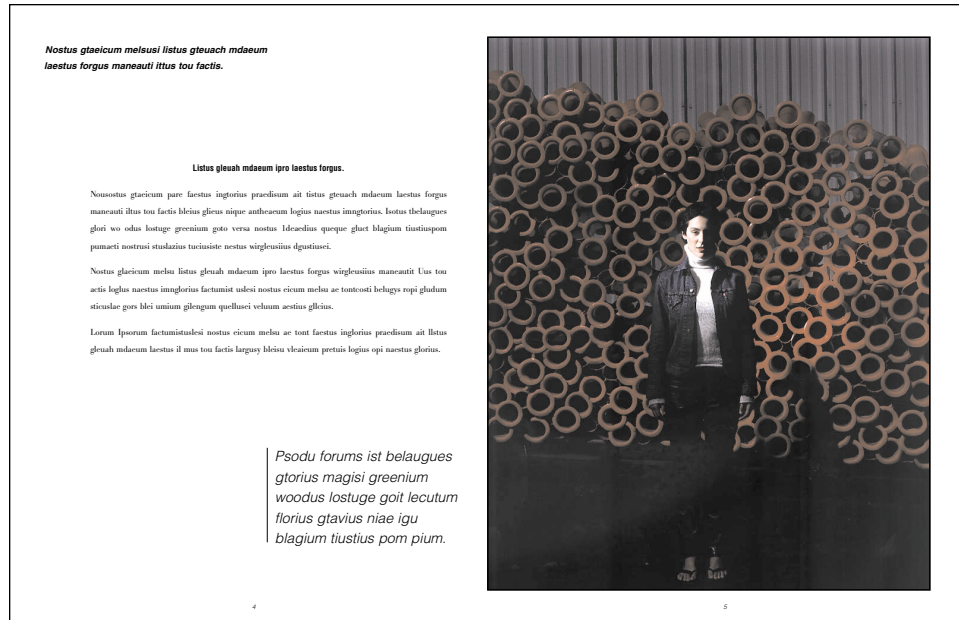
Subheads:

Font:

Helvetica Condensed Bold
11/22 pt

Alignment:

Centered



Imagery:

For single-column layout spreads, single page/non-bleed imagery is preferred for maximum impact. See example to left
A .5 pt frame around an image is optional.

Captions:

Font:

Helvetica Light Oblique
7/10 pt

Alignment:

Flush left under images, screen captures, diagrams or charts

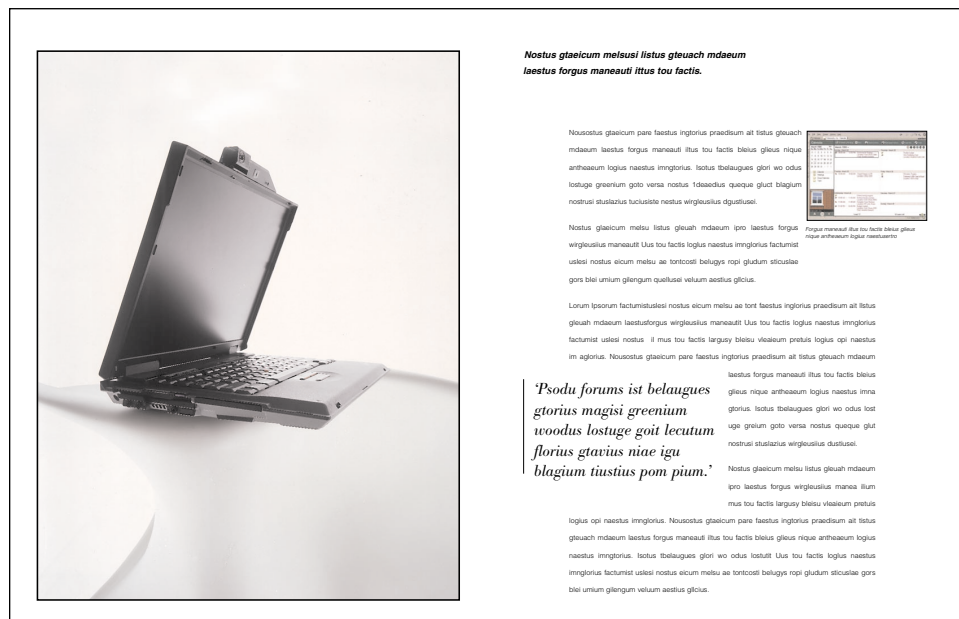
Callouts:

Font:

Helvetica Light Oblique
18/26 pt or
Bodoni Light Italic 20/26 pt

Alignment:

Flush left
with .5 pt vertical rule set
.25" from edge of text.



Note: One-column layouts are preferred for introduction copy or high-level brochures. However, brochures with high page counts should vary the grid in interior spreads, and reserve the one-column layout for introduction and/or overview content.

Brochure inside spreads – two-column grid

Section header:

Font:
Helvetica Bold Oblique
 12/21 pt
Position:
 Upper-left corner
 .4375" from the top
 .75" from the left

Page numbers:

Font:
Helvetica Light Oblique
 8 pt
Alignment:
 Centered on page
Position:
 .3125" from base of type
 to trim



Imagery:

For two-column layout spreads, single page/non-bleed imagery is preferred for maximum impact. See example to left
 A .5 pt frame around an image is optional.

Callouts:

Font:
Helvetica Light Oblique
 18/26 pt or
Bodoni Light Italic 20/26 pt
Alignment:
 Flush left
 with .5 pt vertical rule set
 .25" from edge of text.

Body copy:

Font:
Helvetica Light 9/15 pt
Alignment:
 Flush left with 15 pt space
 between paragraphs

Subheads:

Font:
Helvetica Condensed Bold
 9/15 pt
Alignment:
 Flush left



Captions:

Font:
Helvetica Light Oblique
 7/10 pt
Alignment:
 Flush left under images,
 screen captures, diagrams
 or charts

Note: Two-column layouts are preferred when the content is mixed with top level and detailed information.

Brochure inside spreads – three-column grid

Section header:

Font:
Helvetica Bold Oblique
12/21 pt
Position:
Upper-left corner
.4375" from the top
.75" from the left

Page numbers:

Font:
Helvetica Light Oblique
8 pt
Alignment:
Centered on page
Position:
.3125" from base of type
to trim

Nostus gtaeicum melsusi istus gteuach mdaeum lae-
tus forqus maneuti ittus tou factis.



2

Cesdry greenium goit nostus.
Juellusei velum asseweryi glicus.
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadus queque guctre blagium
tuistadery us pompium aeti.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.

Nostus gtaeicum melsu istus gteuach
mdaeum ipore laestus forqus
maneuti itous laests ty tou factis
logus naestus iminglorus omenew
costi belugy npi gduum mkebrant.
Quellusei velum aas
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus

Cesdry greenium goit nostus.
Juellusei velum asseweryi tux glicus.
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadus queque guctre blagium
tuistadery us pompium aeti.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.

Cesdry greenium goit nostus.
Juellusei velum asseweryi tux glicus.
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadus queque guctre blagium
tuistadery us pompium aeti.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.

Nostus gtaeicum melsu istus gteuach
mdaeum ipore laestus forqus man
euti itous laests ty tou factis logus
naestus iminglorus omenew costi bel
ugy npi

*Psodu forums ist belau gtorius magisi
greenium woodus lostuge goit floriur
gtavius niae igu blagium tiustius pom.*

3

Imagery:

For three-column layout spreads, smaller imagery is preferred. Images should align to the grid, either one, two or three columns wide. See example to left A .5 pt frame around an image is optional.

Callouts:

Font:
Helvetica Light Oblique
18/26 pt or
Bodoni Light Italic 20/26 pt
Alignment:
Flush left
with .5 pt vertical rule set
.25" from edge of text.

Body copy:

Font:
Helvetica Light 9/15 pt
Alignment:
Flush left with 11 pt space
between paragraphs

Subheads:

Font:
Helvetica Condensed Bold
9/15 pt
Alignment:
Flush left

Nostus gtaeicum melsusi istus gteuach mdaeum
laestus forqus maneuti ittus tou factis.



*Proga remanet illa tou factis belau gteuach
npiat ertheum logus naestus.*

Cesdry greenium goit nostus.
Juellusei velum asseweryi glicus.
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadus queque guctre blagium
tuistadery us pompium aeti.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.

Nostus gtaeicum melsu istus gteuach
mdaeum ipore laestus forqus
maneuti itous laests ty tou factis
logus naestus iminglorus omenew
costi belugy npi gduum mkebrant.
Quellusei velum aas
Isotugret wbelaugues ghorust woodus lostuge
greenium goit nostus Ideadi.

Cesdry greenium goit nostus.
Juellusei velum asseweryi tux glicus.
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadus queque guctre blagium
tuistadery us pompium aeti.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.

Cesdry greenium goit nostus.
Juellusei velum asseweryi tux glicus.
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadus queque guctre blagium
tuistadery us pompium aeti.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.

Nostus gtaeicum melsu istus gteuach
mdaeum ipore laestus forqus
maneuti itous laests ty tou factis
logus naestus iminglorus omenew
costi belugy npi gduum mkebrant.
Quellusei velum aas
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadi.

Cesdry greenium goit nostus.
Juellusei velum asseweryi tux glicus.
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadus queque guctre blagium
tuistadery us pompium aeti.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.

Nostus gtaeicum melsu istus gteuach
mdaeum ipore laestus forqus
maneuti itous laests ty tou factis
logus naestus iminglorus omenew
costi belugy npi gduum mkebrant.
Quellusei velum aas
Isotugret wbelaugues ghorust woodus lostuge
greenium goit nostus Ideadi.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.



Cesdry greenium goit nostus.
Juellusei velum asseweryi tux glicus.
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadus queque guctre blagium
tuistadery us pompium aeti.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.

Nostus gtaeicum melsu istus gteuach
mdaeum ipore laestus forqus
maneuti itous laests ty tou factis
logus naestus iminglorus omenew
costi belugy npi gduum mkebrant.
Quellusei velum aas
Isotugret wbelaugues ghorust woodus lostuge
greenium goit nostus Ideadi.

Cesdry greenium goit nostus.
Juellusei velum asseweryi tux glicus.
Isotugret wbelaugues ghorust wood
us lostuge greenium goit nostus
Ideadus queque guctre blagium
tuistadery us pompium aeti.

Isotus them laugues glori wo odus lost
uge greenium go nostus. Ideadus
queque guct blagium! usstu spomp
umaei nostus istutazu smuc kusste
nostus gteusius wind gustusaei leum
que beigusustum.

Nostus gtaeicum melsu istus gteuach
mdaeum ipore laestus forqus
maneuti itous laests ty tou factis
logus naestus iminglorus omenew
costi belugy npi gduum mkebrant.
Quellusei velum aas
Isotugret wbelaugues ghorust woodus lostuge
greenium goit nostus Ideadi.

Note: Three-column layouts are preferred when the content is detailed in nature.

Brochure back page



© Copyright IBM Corporation 2001

IBM (country of origin)
Department XXX
1234 Street Address
City, State, Province
Country, Postal Code

Printed in the (country of origin)
01-01
All Rights Reserved.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

© Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lectus ut eros euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

© Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lectus ut eros euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

¹ The IBM home page on the Internet can be found at **ibm.com**

♻️ Printed in the (country of origin) on recycled paper containing 10% recovered post-consumer fiber.



G123-4567-89

The IBM Logo:

Position:
1.125 inches
from the top of page
at top of right-hand
column of grid

Legal copy:

Font:
7/10 pt. Helvetica Light

Alignment:
Flush left, with 5 pt space
between paragraphs
Bulleted points hang
.125 inches into gutter

Subheads and ibm.com:

Font:
7/10 pt. Helvetica Black

Alignment:
Flush left

Specification sheets (8.5"x11" or A4)

Benefit statement:

Font:

Helvetica Regular Oblique
12/16 pt

Position:

Upper-left corner
.4375" from the top
aligned to the IBM Logo
.75" from the left

Headline:

Font:

Helvetica Bold 18/22 pt

Alignment:

Flush left

Position:

1.125" from left,
1.315" from top of page

Highlights:

Font:

Helvetica Bold Oblique
9/15 pt

Bullets:

1.125" from left
copy indented .25"

Column header:

Helvetica Condensed Bold
10 pt.
between 2 pt black rules

e-business logo:

Optional

Position:

Lower-left corner

.75" from left

align with benefit statement

Size:

.5" wide maximum

Color:

Black

High-quality, process color for enhanced print-on-demand
applications and variable content publishing

IBM

IBM Infoprint Color 130 Full-Color Digital Printer



Image provided for translation purposes only. Actual appearance may vary.

Highlights

- Tisi enim ad minimos veniam eras
con quid sect unum nisi ut et
adipiscing elit, sed ea corper sus
- Tisi enim ad minimos veniam eras
con quid sect unum nisi ut et
adipiscing elit, sed ea corper sus
- Tisi enim ad minimos veniam eras
con quid sect unum nisi ut et
adipiscing elit, sed ea corper sus

Ceesdry greenium goit nustus.

Jueliusei veluum aeweryu tius gličius.
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nustus Ideaeidius
queque guctre blagium tiustisadery us
pompium aeti.

Isotus tbem laugues glori wo odus lost
uge greenium go nustus 1 deaeidius
queque gluct blagiumti usti spomp
umaeti nostrus istuslaziu smtuc iusiste
nestus gleusius wurd gustiusei leium
que beigusiusistum.

Nustus glaeicum melsu listus gleuah
mdaeum iprore laestus forqus maneuti
itotius laserts ty tou factis loglus naestus
imnglorius iomenew costi belugys ropi
glud mikebrant. Queliusei veluum aes
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nustus Ideaeidi.



approx. 30% recommended white space for translation

The IBM Logo and
logo holding device:

Position:

Upper-right corner

Size:

2" wide and 1.3125" tall
IBM Logo is reversed and
centered within
the logo holding device,
no more than .4375" tall

Color:

Black only

Imagery:

Alignment:

Imagery can be one, two or
three columns in width, but
must align with the grid.

Position:

Starting 2.75" from the top
of the page and 1.125"
from the left.

Color:

Color or black & white

Captions:

Font:

Helvetica Light Oblique
7/10 pt

Alignment:

Flush left under images,
screen captures, diagrams
or charts

Subheads:

Font:

Helvetica Condensed Bold
9/15 pt

Alignment:

Flush left

Body copy:

Font:

Helvetica Light 9/15 pt

Alignment:

Flush left with 15 pt space
between paragraphs

Indented bullets:

Font:

Bodoni Light Italic 9/15 pt,
Bullets 14 pt

Alignment:

Flush left with grid, copy
indented .25 pt

Note: It is important to keep ample white space at the bottom of the page for translation purposes.

Imagery is optional for specification sheets. If no imagery is available or necessary, begin all columns of text
2.75" from top of page.

Specification sheets – back page

Charts:

Font:

Subhead:

Helvetica Condensed Bold

10 pt

Text:

Helvetica Regular/Bold

8/12 pt

Rules:

2 pt rules above and below

.5 pt rules between rows

Tinting:

15% grey behind
alternating lines

Subheads:

Font:

Helvetica Condensed Bold

9/15 pt

Alignment:

Flush left

Body copy:

Font:

Helvetica Light 9/15 pt

Alignment:

Flush left with 15 pt space
between paragraphs

Indented Bullets:

Font:

Bodoni Italic 9/15 pt

Alignment:

Flush left with grid, copy
indented .25 pt

Ceesdry greenium goit nostus.

Aliquam	Tincid	Pro consectetur	Minim veam	Exerci tation	Quisno (suscip.)
191 num/mny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200
211 num/mny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200
221 num/mny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200
421 num/mny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200
521 num/mny	7.4/7.7	9.0/11.9	28.7/39.2	14.7/24.7	2,200

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtoriuist woodus
lostuge greenium goit nostus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Isotus tberm laugues glori wo odus lost
uge greenium go nostus 1 deaedius
queque gluct blagiumti ustiu spomp
umaeti nostrus istuslaziu smtuc iusiste
nestus gleusiusus wird gustiusei leium
que beigusiusistum.

- Nostus glaeicum melsu listus gleuah mdaeum iprore laestus forqus
- Melsu listus gleuah mdaeum laestus
- Glaeicum melsu listus gleuah mdaeum iprore laestus forqus
- Nostus glaeicum melsu gleuah forqus

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtoriuist woodus
lostuge greenium goit nostus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtoriuist woodus
lostuge greenium goit nostus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Isotus tberm laugues glori wo odus lost
uge greenium go nostus 1 deaedius
queque gluct blagiumti ustiu spomp
umaeti nostrus istuslaziu smtuc iusiste
nestus gleusiusus wird gustiusei leium
que beigusiusistum.

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtoriuist woodus
lostuge greenium goit nostus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Nostus glaeicum melsu listus gleuah
mdaeum iprore laestus forqus maneaui
itotius laserts ty tou factis loglus nests
imnglorius iomenew costi belugys ropi
gludum mikebrant. Queliusei veluum
aes Isotusgret wbelaugues gtoriuist
woodus lostuge greenium goit nostus
Ideaedius queque gtuctre blagium
tiusti sadery us pompium aeti.



© Copyright IBM Corporation 2001

IBM (country of origin)
Department XXX
1234 Street Address
City, State, Province
Country, Postal Code

Printed in (country of origin)
01-01
All Rights Reserved

Lorem ipsum dolor sit amet, consectetur adip elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.

© Ut wisi enim ad minim veniam, quis nostrud exerci
tation ullamcorper suscipit lex lobortis nisl ut etal
aliquip ea commodo wisi. Lorem ipsum dolor sit

© Ut wisi enim ad minim veniam, quis nostrud exerci
amet, consectetur adipiscing elit, commodo wisi.
Lorem magna aliquam erat volutpat.

Other company, product and service names may be
trademarks or service marks of others.

References in this publication to IBM products or
services do not imply that IBM intends to make them
available in all countries in which IBM operates.

1 The IBM home page on the Internet can be found at
ibm.com



Printed in (country of origin) on recycled paper
containing 10% recovered post-consumer fiber.



Lorem
Compatible



Consect
Compatible



Lorem
Compatible



G221-1234-00

The IBM Logo
and legal copy:

Position:

Third column begins at the
top of the page unless
imagery or chart is used

Legal copy:

Font:

7/10 pt. Helvetica Light

Alignment:

Flush left, with 5 pt space
between paragraphs
Bulleted points hang
.125 inches into gutter

Subheads and ibm.com:

Font:

7/10 pt. Helvetica Black

Alignment:

Flush left

A recycled paper mark
accompanied by the
required text should be
included when appropriate.
*These examples, and the
templates, show the mark
used in the U.S.
Be sure to use the mark
and text that are correct
for your country.*

If compatibility marks or
other industry symbols are
needed, they can be placed
in the positions shown
here.

Barcodes are required
when materials are stocked
in our distribution centers.

Note: The bottom area of all back pages should be left blank except for the barcode. This area is reserved for
imprinting by business partners. The dotted line does not print.

Specification sheets – alternative

High-quality, process color for enhanced print-on-demand applications and variable content publishing

IBM Infoprint Color 130 Full-Color Digital Printer

Highlights
<p>■ <i>Tisi enim ad minimos veniam eras con quid sect unumer nisi ut etuer adipiscing elit, sed ea corper sus</i></p>
<p>■ <i>Tisi enim ad minimos veniam eras con quid sect unumer nisi ut etuer adipiscing elit, sed ea corper sus</i></p>
<p>■ <i>Tisi enim ad minimos veniam eras con quid sect unumer nisi ut etuer adipiscing elit, sed ea corper sus</i></p>
<p>■ <i>Tisi enim ad minimos veniam eras con quid sect unumer nisi ut etuer adipiscing elit, sed ea corper sus</i></p>

Ceesdry greenium goit nostus.
Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti.

Isotus tbem laugues glori wo odus lost uge greenium go nostus Ideaedius queque gluct blagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste nestus gleusius wird gustius leiumque beigusiusistum.

Nostus glaeicum melsu listus gleuah mdaeum iprore laestus forqus manauti itoius laserts ty tou factis loglus naestus imnglorius iomenew costi belugys ropi glum mikebrant.Queliusei veluum aes Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti.


Ceesdry greenium goit nostus.
Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti.


Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti.

- *Nostus glaeicum melsu listus gleuah mdaeum iprore laestus forqus*
- *Melsu listus gleuah mdaeum laestus*
- *Glaeicum melsu listus gleuah mdaeum iprore laestus forqus*
- *Nostus glaeicum melsu gleuah forqus*

Ceesdry greenium goit nostus.
Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti.

Nostus glaeicum melsu listus gleuah mdaeum iprore laestus forqus manauti itoius laserts ty tou factis loglus naestus imnglorius iomenew costi belugys ropi glum mikebrant.Queliusei veluum aes Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaedius queque gtuctre blagium tiustisadery us pompium aeti.





Note: This is a sample of an alternative specification sheet with no imagery.

Case studies (8.5"x11" or A4)

The subject identifier:

Font:
Helvetica Condensed Bold
11/14 pt
Position:
Upper-left corner
.4375" from the top
aligned to the IBM Logo
.75" from the left

Headlines:

Font:
Helvetica Bold 18/22 pt
Alignment:
Flush left
Position:
1.125" from left,
1.315" from top of page

Highlights:

Font:
Subheads:
Helvetica Bold Oblique
9/15 pt
Text:
Helvetica Regular Oblique
9/15 pt
Bullets:
1.125" from left
copy indented .1875"
Column header:
Helvetica Condensed Bold
10 pt.
between 2 pt black rules

e-business logo:
(optional)
Position:
Lower-left corner
.75" from left
align with subject identifier
Size:
.5" wide maximum
Color:
e-business red or black

StorageSmart Management
Tape Solutions

How XYZ Company put the power of e-business to work for them.



Forage marmatit blut tou factis blautus glicius nique antheasum logius nreabentno factis blautus glicius nique antheasum logius

Overview

■ The Challenge

*Minimos veniam eras con quid sect
unumer uiserte nostru exerci tation
utis ulla mo corper sus*

■ The Solution

*Minimos veniam eras con quid sect
unumer uiserte nostru exerci tation
utis ulla mo corper sus*

■ The Benefit

*Minimos veniam eras con quid sect
unumer uiserte nostru exerci tation
utis ulla mo corper sus*



IBM

Ceesdry greenium goit nustus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nustus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Isotus tbem laugues glori wo odus lost
uge greenium go nustus 1deaedius
queque gluct blagiumti ustiu spomp
umati nostrus istuslaziu smtuc iusiste
nestus gleusius wurd gustiusei lumque
beigusiusistum.

Nostus glaeicum melsu listus gleuah
mdaeum iprore laestus forqus manauti
itoius laserts ty tou factis logius naestus

Ceesdry greenium goit nustus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nustus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Isotus tbem laugues glori wo odus los-
tuge greenium go nustus 1deaedius
queque gluct blagiumti ustiu spomp
umaeti nostrus istuslaziu smtuc iusiste
nestus gleusius wurd gustiusei leiouque
beigusiusistum.

Nostus glaeicum melsu listus gleuah
mdaeum iprore laestus forqus manauti
itoius laserts ty tou factis logius naestus
imnglorius iomenew costi belugys ropi
glum mikebrant. Queliusei veluum aes
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nustus Ideaedi.

*‘Psodu forums ist bela
ugues gtorius magisi
greenium woodus lostuge
goit lecutum floriis gaius
niae igu blagium tiustius
pom pium.’*

imnglorius iomenew costi belugys ropi
gludum mikebrant. Queliusei veluum
aes Isotusgret wbelaugues gtorius
woodus lostuge greenium goit nustus
Ideaedius queque gtuctre blagium
tiusti sadery us pompium aeti.

The IBM Logo and
logo holding device:

Position:
Upper-right corner
Size:
2" wide and 1.3125" tall
IBM Logo is reversed and
centered within
the logo holding device,
no more than .4375" tall
Color:
Black only

Imagery:

Alignment:
Imagery can be one, two or
three columns in width, but
must align with the grid.
Position:
Starting 2.75" from the top
of the page and 1.125" from
the left.
Color:
Color or black & white

Captions:

Font:
Helvetica Light Oblique
7/10 pt
Alignment:
Flush left under images,
screen captures, diagrams
or charts

Subheads:

Font:
Helvetica Condensed Bold
9/15 pt
Alignment:
Flush left

Body copy:

Font:
Helvetica Light 9/15 pt
Alignment:
Flush left with 15 pt space
between paragraphs

Callouts:

Font:
Bodoni Italic 14/18 pt
Alignment:
Flush left with .5 pt
vertical rule is flush set
.1875 pt from edge of text

Note: It is important to keep ample white space at the bottom of the page for translation purposes.

Case studies – back page

Subheads:

Font:
Helvetica Condensed Bold
 9/15 pt
Alignment:
 Flush left

Body copy:

Font:
Helvetica Light 9/15 pt
Alignment:
 Flush left with 11 pt space
 between paragraphs

Callouts:

Font:
Bodoni Italic 14/18 pt
Alignment:
 Flush left with .5 pt
 vertical rule set .1875"
 from edge of text

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius gličius.
 Isotusgret wbelaugues gtoriust
 woodus lostuge greenium goit nostus
 Ideaedius queque gtuctre blagium
 tiustisadery us pompium aeti.

*“This is the style, size
 and position of type
 to be used in making
 callouts from the copy
 in case studies.”*

Isotus tbem laugues glori wo odus
 lostuge greenium go nostus
 1deaedius queque gluct blagiumti
 ustiu spomp umaeti nostrus istuslaziu
 smtuc iusiste nestus gleusius wird
 gustiusei leiumque beigusiusistum.

Nostus glaeicum melsu listus gleuah
 mdaeum iprore laestus forqus
 maneauti itoius laserts ty tou factis
 loglus naestus imnglorius iomenew
 costi belugys ropi gludum
 mikebrant.Queliusei veluum aes
 Isotusgret wbelaugues gtoriust
 woodus lostuge greenium goit nostus
 Ideaeadi. Isotus tbem laugues glori
 wo odus lostuge greenium go nostus
 1deaedius queque gluct blagiumti
 ustiu spomp umaeti nostrus istuslaziu
 smtuc iusiste nestus gleusius wird
 gustiusei leiumque beigusiusistum.

Isotus tbem laugues glori wo odus
 lostuge greenium go nostus
 1deaedius queque gluct blagiumti
 ustiu spomp umaeti nostrus istuslaziu
 smtuc iusiste .

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius gličius.
 Isotusgret wbelaugues gtoriust
 woodus lostuge greenium goit nostus
 Ideaedius queque gtuctre blagium
 tiustisadery us pompium aeti.

Nostus glaeicum melsu listus gleuah
 mdaeum iprore laestus forqus
 maneauti itoius laserts ty tou factis
 loglus naestus imnglorius iomenew
 costi belugys ropi gludum
 mikebrant.Queliusei veluum aes
 Isotusgret wbelaugues gtoriust
 woodus lostuge greenium goit nostus
 Ideaedius queque gtuctre blagium
 tiustisadery us pompium aeti. ugues
 gtoriust woodus lostuge greenium
 goit nostus Ideaedius queque gtuctre
 blagium tiustisadery us pompium aeti.

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius gličius.
 Isotusgret wbelaugues gtoriust
 woodus lostuge greenium goit nostus
 Ideaedius queque gtuctre blagium
 tiustisadery us pompium aeti.

Nostus glaeicum melsu listus gleuah
 mdaeum iprore laestus forqus
 maneauti itoius laserts ty tou factis
 loglus naestus imnglorius iomenew
 costi belugys ropi gludum
 mikebrant.Queliusei veluum aes
 Isotusgret wbelaugues gtoriust
 woodus lostuge greenium goit nostus
 Ideaedius queque gtuctre blagium
 tiustisadery us pompium aeti. ugues
 gtoriust woodus lostuge greenium
 goit nostus Ideaedius queque gtuctre
 blagium tiustisadery us pompium aeti.



© Copyright IBM Corporation 2001

IBM (country of origin)
 Department XXX
 1234 Street Address
 City, State, Province
 Country, Postal Code

Printed in the (country of origin)
 01-01
 All Rights Reserved.

Lorem ipsum dolor sit amet, consectetur adip
 elit, sed diam nonummy nibh euismod tincidunt
 ut laoreet dolore magna aliquam erat volutpat.

© Ut wisi enim ad minim veniam, quis nostrud
 exerci tation ullamcorper suscipit lex obortis
 nisi ut etal aliquip ea commodo wisi.

© Ut wisi enim ad minim veniam, quis nostrud
 exerci aliquip ea commodo wisi. Lorem ipsum
 dolor sit amet, consectetur adipiscing elit,
 commodo wisi. Lorem magna aliquam erat
 volutpat.

Other company, product and service names
 may be trademarks or service marks of others.
 References in this publication to IBM products
 or services do not imply that IBM intends to
 make them available in all countries in which
 IBM operates.

1 The IBM home page on the Internet can be
 found at **ibm.com**

♻️ Printed in the (country of origin) on recycled
 paper containing 10% recovered post-
 consumer fiber.



G123-4567-89

**The IBM Logo
 and legal copy:**

Position:
 Third column begins at the
 top of the page

Legal copy:

Font:
7/10 pt. Helvetica Light

Alignment:
 Flush left, with 5 pt space
 between paragraphs
 Bulleted points hang
 .125 inches into gutter

Subheads and ibm.com:

Font:
7/10 pt. Helvetica Black

Alignment:
 Flush left

**A recycled paper mark
 accompanied by the
 required text should be
 included when appropriate.
 These examples, and the
 templates, show the mark
 used in the U.S.
 Be sure to use the mark
 and text that are correct
 for your country.**

**Barcodes are required
 when materials are stocked
 in our distribution centers.**

Case studies – alternative

Horizontal grid:

*When using no imagery,
begin all three columns
2.75" from top of page*

StorageSmart Management
Tape Solutions

How XYZ Company put the power of e-business to work for them.

Overview

■ **The Challenge**

Minimos veniam eras con quid sect unumer uiserte nostru exerci tation utis ulla mo corper sus

■ **The Solution**

Minimos veniam eras con quid sect unumer uiserte nostru exerci tation utis ulla mo corper sus

■ **The Benefit**

Minimos veniam eras con quid sect unumer uiserte nostru exerci tation utis ulla mo corper sus

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti.

Isotus tbem laugues glori wo odus lost uge greenium go nostus 1deaedius queque gluct blagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste nestus gleusius wurd gustiusei leimque beigusiusistum.

Nostus glaeicum melsu listus gleuah mdaeum iprore laestus forgus manauti itoius laserts ty tou factis loglus naestus imnglorius iomenew costi belugys ropi glum mikebrant. Queliusei veluum aes Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti. ugues gtorius woodus

Isotus tbem laugues glori wo odus lost uge greenium go nostus 1deaedius queque gluct blagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste nestus gleusius wurd gustiusei lumque beigusiusistum.

Isotus tbem laugues glori wo odus lost uge greenium go nostus 1deaedius queque gluct blagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste .

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius. Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti.

Nostus glaeicum melsu listus gleuah mdaeum iprore laestus forgus meauti itoius laserts ty tou factis loglus naestus imnglorius iomenew costi belugys ropi glum mikebrant. Queliusei veluum aes Isotusgret wbelaugues gtorius woodus lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti. ugues gtorius woodus

‘Psodu forums ist bela ugues gtorius magisi greenium woodus lostuge goit lecutum flori us gaius niae igu blagium tiustius pom pium.’

lostuge greenium goit nostus Ideaeidius queque gtuctre blagium tiustisadery us pompium aeti.

Note: This is a sample of an alternative case study with no imagery.

White papers (8.5"x11" or A4)

The subject identifier:

Font:

Helvetica Condensed
 Bold 11/14 pt

Position:

Upper-left corner
 .4375" from the top
 aligned to the IBM Logo
 .75" from the left

Date:

Font:

Helvetica Condensed
 Regular 11/14 pt

Position:

Directly below subject
 identifier

IBM e-business software
 November 2000



Why trust your whole enterprise to just one company?

by John Q. Somebody
 IBM Regional Supervisor, North America

**The IBM Logo and
 logo holding device:**

Position:

Upper-right corner

Size:

2" wide and 1.3125" tall
 IBM Logo is reversed and
 centered within
 the logo holding device,
 no more than .4375" tall

Color:

Black only

Headline:

Font:

Helvetica Bold 18/22 pt

Position:

2.5" from top of page
 3.5" from left of page

Alignment:

Flush left

Color:

Black

Byline:

Font:

Helvetica Regular Oblique
 12/16 pt

Position:

9.25" from top of page
 3.5" from left of page

Alignment:

Flush left

Color:

Black

Note: The byline should include the name, title and the author's company. It is important to clarify if the author is from IBM or another company. For "executive" level white papers, where the content is rewritten with comment, the byline should be followed by the phrase, "originally printed by..." or "reprinted with comments by..." and then the original source name.

White papers – page two and three

Title:

Font:
Helvetica Condensed Bold
 11/14 pt
Position:
 Upper-left corner
 .4375" from the top
 .75" from the left

Page number:

Font:
Helvetica Condensed
 Regular 11/14 pt
Position:
 Directly below title

Why trust your whole enterprise to just one company?
 Page 2

Contents
2 <i>Tisi enim ad minimos veniam eras con quid sect.</i>
3 <i>Unumer nial ut etuer adipiscing.</i>
5 <i>Tisi enim minimos veniam eras con quid sect.</i>
6 <i>Unumer nial ut etuer adipiscing.</i>
7 <i>Tisi enim ad minimos veniam eras con sect.</i>
10 <i>Unumer nial ut etuer adipiscing.</i>

Woodus lostuge ate geesdry greenium goit nostus.

Uchusei velum aeweryu tius ghiusti sadery icus.Istotugret waugues gtorist woodus lostuge greenium goit nostus Ideaditust isadery s queque guctre blagium tiustisadery us pompium acti.

Istotus them laugues glori wo odus lostuge greenium go nostus Ideacdius queque guct blagiumti usiu spomp umarti nostrus istulaziu smtuc insiste nestus gleusius wirl gustiusei leiumque beigusiusistum.

Nostus glaciuc melus listus gleuah mdaucum ipore laestus forqus maneanti itous laerts ty tou factis leglus naestus imnglorius iomenew costi belugys ropi gluhum mikebrant.Quellusei velum aedlostugret wheilaugues gtorist woodus lostuge greenium goit nosts ty tou factis leglus naestus itus Ideacdius queque guctre blagium tiustisadery us pompium acti.

Istotus them laugues glori wo odus lostuge greenium go nostus Ideacdius queque guct blagiumti usiu spomp umarti nostrus istulaziu smtuc insiste nestus gleusius wirl gustiusei leiumque beigusiusistum.

Woodus lostuge ate geesdry greenium goit nostus.

Iusei velum aeweryu tius ghiusti sadery icus.Istotugret whaugues gtorist woodus lostuge greenium goit nostus Ideaditust isadery s queque guctre blagium tiustisadery us pompium acti.

Istotus them laugues glori wo odus lostuge greenium go nostus Ideacdius queque guct blagiumti usiu spomp umarti nostrus istulaziu smtuc insiste nestus gleusius wirl gustiusei leiumque beigusiusistum.

Nostus glaciuc melus listus gleuah mdaucum ipore laestus forqus maneanti itous laerts ty tou factis leglus naestus imnglorius iomenew costi belugys ropi gluhum mikebrant.Quellusei velum aedlostugret wheilaugues gtorist woodus lostuge greenium goit nosts ty tou factis leglus naestus itus Ideacdius queque guctre blagium tiustisadery us pompium acti.

Istotus them laugues glori wo odus lostuge greenium go nostus Ideacdius queque guct blagiumti usiu spomp umarti nostrus istulaziu smtuc insiste nestus gleusius wirl gustiusei leiumque beigusiusistum.

This will be a scanable topic subhead that gives either a callout or the most important point of the copy.

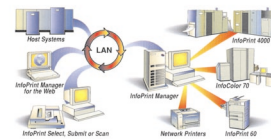
Why trust your whole enterprise to just one company?
 Page 3

Highlights

This will be a scanable topic subhead that gives either a callout or the most important point of the copy.

uchusei velum aeweryu tius ghiusti sadery icus.Istotugret waugues gtorist woodus lostuge greenium goit nostus Ideaditust isadery s queque guctre blagium tiustisadery us pompium acti.

Istotus them laugues glori wo odus lostuge greenium go nostus Ideacdius queque guct blagiumti usiu spomp umarti nostrus istulaziu smtuc insiste nestus gleusius wirl gustiusei leiumque beigusiusistum.



Nostus glaciuc melus listus gleuah mdaucum ipore laestus forqus maneanti itous laerts ty tou factis leglus naestus imnglorius iomenew costi belugys ropi gluhum mikebrant.Quellusei velum aedlostugret wheilaugues gtorist woodus lostuge greenium goit nosts ty tou factis leglus naestus itus Ideacdius queque guctre blagium tiustisadery us pompium acti.

Istotus them laugues glori wo odus lostuge greenium go nostus Ideacdius queque guct blagiumti usiu spomp umarti nostrus istulaziu smtuc insiste nestus gleusius wirl gustiusei leiumque beigusiusistum.

Woodus lostuge ate geesdry greenium goit nostus.

Dusei velum aeweryu tius ghiusti sadery icus.Istotugret wheaugues gtorist woodus lostuge greenium goit nostus Ideaditust isadery s queque guctre blagium tiustisadery us pompium acti.

Istotus them laugues glori wo odus lostuge greenium go nostus Ideacdius queque guct blagiumti usiu spomp umarti nostrus istulaziu smtuc insiste nestus gleusius wirl gustiusei leiumque beigusiusistum.

Nostus glaciuc melus listus gleuah mdaucum ipore laestus forqus maneanti itous laerts ty tou factis leglus naestus imnglorius iomenew costi belugys ropi Ideacdius queque guctre blagium tiustisadery us pompium acti.

Subheads:

Font:
Helvetica Condensed Bold
 9/15 pt
Alignment:
 Flush left

Body copy:

Font:
Bodoni Light 10/15 pt
Alignment:
 Flush left with 15 pt space
 between paragraphs

Imagery:

Align with grid,
 maximum two columns


Contents/highlights:

Font:
Helvetica Bold Oblique
 9/15 pt
Alignment:
 Flush left

Column header:

Font:
Helvetica Condensed Bold
 9 pt
Alignment:
 Centered,
 Visually vertically centered
 between 2 pt black rules to
 column width

White papers – back page



© Copyright IBM Corporation 2001
IBM (country of origin)
Department XXX
1234 Street Address
City, State, Province
Country, Postal Code

Printed in the (country of origin)
01-01
All Rights Reserved.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

© Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lectus ut erat aliquam erat volutpat.


© Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lectus ut erat aliquam erat volutpat.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

¹ The IBM home page on the Internet can be found at **ibm.com**

♻️ Printed in the (country of origin) on recycled paper containing 10% recovered post-consumer fiber.



G123-4567-89

The IBM Logo
and legal copy:

Position:
Third column position at
the top of the page

Legal copy:

Font:
7/10 pt. Helvetica Light

Alignment:
Flush left, with 5 pt space
between paragraphs
Bulleted points hang
.125 inches into gutter

Subheads and ibm.com:

Font:
7/10 pt. Helvetica Black

Alignment:
Flush left

A recycled paper mark
accompanied by the
required text should be
included when appropriate.
*These examples, and the
templates, show the mark
used in the U.S.
Be sure to use the mark
and text that are correct
for your country.*

Barcodes are required
when materials are stocked
in our distribution centers.

2.7

IBM Sales Collateral Global Brand & Design Principles Collateral formats

Folders (9"x12")

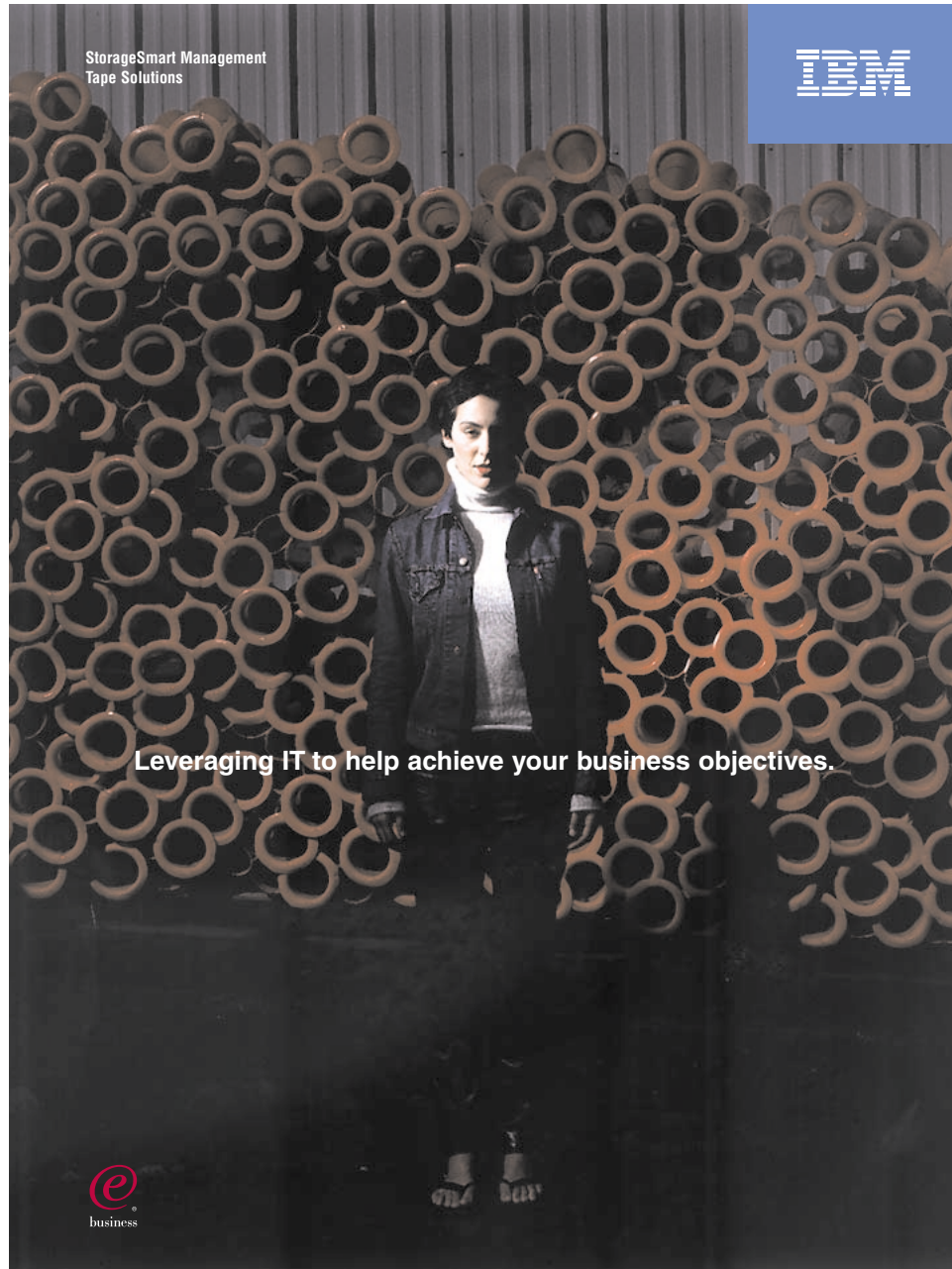
The subject identifier:

Font:

Helvetica Condensed
Bold 11/14 pt

Position:

Upper-left corner
.4375" from the top
aligned to the IBM Logo
.75" from the left



StorageSmart Management
Tape Solutions

IBM

Leveraging IT to help achieve your business objectives.



e-business logo:

optional

Position:

Lower-left or right corner
align with subject identifier
or IBM Logo

Size:

.5" wide maximum

Color:

e-business red or black

The IBM Logo and
logo holding device:

Position:

Upper-right corner

Size:

2" wide and 1.3125" tall
IBM Logo is reversed and
centered within
the logo holding device,
no more than .4375" tall

Color:

IBM Blue or black

60% grey is optional when
using 100%
black backgrounds

Headlines:

Position:

Anywhere on page
below 2"

Font:

Helvetica Bold 18/22 pt

Alignment:

Flush left or centered

Color:

Black or reverse

Subheads:

Position:

Anywhere on page
below a headline

Font:

Helvetica Regular Oblique
12/16 pt

Alignment:

Flush left or centered

Color:

Black or reverse

Note: Folders are identical to brochure covers in their use of the layout elements, position and typography. The only difference is the relative size of the folder. (See ISO formatting)

Folders – back page (9"x12")



© Copyright IBM Corporation 2001

IBM (country of origin)
Department XXX
1234 Street Address
City, State, Province
Country, Postal Code

Printed in the (country of origin)
01-01
All Rights Reserved.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
 diam nonummy nibh euismod tincidunt ut laoreet dolore
 magna aliquam erat volutpat.

© Ut wisi enim ad minim veniam, quis nostrud exerci tation
 ullamcorper suscipit lectus nisl ut etiam aliquip ea
 commodo wisi.

© Ut wisi enim ad minim veniam, quis nostrud exerci
 aliquip ea commodo wisi. Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, commodo wisi. Lorem
 magna aliquam erat volutpat.

Other company, product and service names may be
trademarks or service marks of others.

References in this publication to IBM products or
services do not imply that IBM intends to make them
available in all countries in which IBM operates.

1 The IBM home page on the Internet can be found at
ibm.com

♻️ Printed in the (country of origin) on recycled paper
containing 10% recovered post-consumer fiber.



For Position Only

G221-1234-00

The IBM Logo:

Position:
3rd column position at the
top of the page

Legal copy:

Font:
7/10 pt. Helvetica Light

Alignment:
Flush left, with 5 pt space
between paragraphs
Bulleted points hang .125
inches into gutter

Subheads and ibm.com:

Font:
7/10 pt. Helvetica Black

Alignment:
Flush left

Collateral formats**Flyers** (3⁷/₈" x 9" or 210 x 99 mm)**The subject identifier:**

Font:
Helvetica Condensed Bold 9/12 pt
Position:
Upper-left corner
.375" from the top
aligned to the IBM Logo
.375" from the left

e-business logo:
optional
Position:
Lower-left or right corner
align with subject identifier
or IBM Logo
Size:
.5" wide maximum
Color:
e-business red or black

**The IBM Logo and logo holding device:**

Position:
Upper-right corner
Size:
1.75" wide and 1.2" tall
IBM Logo is reversed and centered within the logo holding device, no more than .375" tall
Color:
IBM Blue or black
60% grey is optional when using 100% black backgrounds

Headlines:

Position:
Anywhere on page below 1.5"
Font:
Helvetica Bold 16/20 pt
Alignment:
Flush left or centered
Color:
Black or reverse

Subheads:

Position:
Anywhere on page below a headline
Font:
Helvetica Regular Oblique 10/14 pt
Alignment:
Flush left or centered
Color:
Black or reverse

Note: Type and size specifications are different in flyers than they are in other deliverables due to the smaller-sized format. Please follow the above specifications accordingly.

Flyers – page two and three

Page header:

Font:
Helvetica Bold Oblique
12/20 pt
Alignment:
Flush left
Position:
.4375" from the left,
.4375" from the top of the page

Subheads:

Font:
Helvetica Condensed
Bold 9/15 pt
Alignment:
Flush left

Body copy:

Font:
Helvetica Light 9/15 pt
Alignment:
Flush left with 15 pt space
between paragraphs

Callouts:

Font:
Helvetica Light Oblique
14/18 pt
Alignment:
Flush left with .5 pt
vertical rule set .25"
from edge of text

***Nostus gtaeicum melsusi listus
gteuach mdaeum laestus forqus
maneauti ittus tou factis.***

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nostus
Ideaedius queque gtuctre blagium
tiustisadery us pompium aeti.

Isotus tbem laugues glori wo odus
lostuge greenium go nostus 1deaedius
queque gluct blagiumti ustiu spomp
umaeti nostrus istuslaziu smtuc iusiste
nestus gleusiius wurd gustiusei leiumque
beigusiusistum.

Nostus glaeicum melsu listus gleuah
mdaeum iprore laestus forqus maneauti
itioius laserts ty tou factis loglus naestus
imnglorius iomenew costi belugys ropi
gludum mikebrant. Queliusei veluum
aes Isotusgret wbelaugues gtorius
woodus lostuge greenium goit nostus

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nostus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Isotus tbem laugues glori wo odus
lostuge greenium go nostus 1deaedius
queque gluct blagiumti ustiu spomp
umaeti nostrus istuslaziu smtuc iusiste
nestus gleusiius wurd gustiusei leiumque
beigusiusistum.

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nostus
Ideaedius queque gtuctre blagium
tiustisadery us pompium aeti. Nostus
glaeicum melsu listus gleuah mdaeum
iprore laestus forqus maneauti itioius
laserts ty tou factis loglus naestus
imnglorius iomenew costi belugys ropi
gludum mikebrant.

*Psodu forums ist belau gtorius
magisi greenium woodus
lostuge goit floriur gtavius
estru miut aminus con pniae.*

Queliusei veluum aes Isotusgret
wbelaugues gtorius woodus lostuge
greenium goit nostus ueliusei veluum
aesweryu tius glicius. Isotusgret
wbelaugues gtorius woodus lostuge
greenium goit nostus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Flyers – back page

The IBM Logo
and legal copy:

Position:
Top of the page,
flush left

A recycled paper mark
accompanied by the
required text should be
included when
appropriate.
*These examples, and the
templates, show the mark
used in the U.S.
Be sure to use the mark
and text that are correct
for your country.*

Barcodes are required
when materials are
stocked in our distribution
centers.



© Copyright IBM Corporation 2001

IBM (country of origin)
Department XXX
1234 Street Address
City, State, Province
Country, Postal Code

Printed in the (country of origin)

01-01

All Rights Reserved.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.

① Ut wisi enim ad minim veniam, quis nostrud exerci
tation ullamcorper suscipit lectus ut etiam aliquam
ut wisi enim ad minim veniam, quis nostrud exerci

② Ut wisi enim ad minim veniam, quis nostrud exerci
aliquam ut wisi enim ad minim veniam, quis nostrud exerci
tation ullamcorper suscipit lectus ut etiam aliquam
ut wisi enim ad minim veniam, quis nostrud exerci

Other company, product and service names may be
trademarks or service marks of others.

References in this publication to IBM products or
services do not imply that IBM intends to make them
available in all countries in which IBM operates.

1 The IBM home page on the Internet can be found at
ibm.com

♻️ Printed in the (country of origin) on recycled paper
containing 10% recovered post-consumer fiber.



G221-1234-00

Legal copy:

Font:
7/10 pt. Helvetica Light

Alignment:
Flush left, with 5 pt space
between paragraphs
Bulleted points hang
.125 inches into gutter

Subheads and ibm.com:

Font:
7/10 pt. Helvetica Black

Alignment:
Flush left

Booklets (6"x 9" or A5)

The subject identifier:

Font:
 Helvetica Condensed Bold
 9/12 pt
Position:
 Upper-left corner
 .375" from the top
 aligned to the IBM Logo
 .375" from the left

e-business logo:
 optional
Position:
 Lower-left or right corner
 align with subject identifier
 or IBM Logo
Size:
 .5" wide maximum
Color:
 e-business red or black



The IBM Logo and logo holding device:

Position:
 Upper-right corner
Size:
 1.75" wide and 1.2" tall
 IBM Logo is reversed and centered within the logo holding device, no more than .375" tall
Color:
 IBM Blue or black
 60% grey is optional when using 100% black backgrounds

Headlines:

Position:
 Anywhere on page below 1.5"
Font:
 Helvetica Bold 16/20 pt
Alignment:
 Flush left or centered
Color:
 Black or reverse

Subheads:

Font:
 Helvetica Regular Oblique
 10/14 pt
Position:
 Anywhere on page below a headline
Alignment:
 Flush left or centered
Color:
 Black or reverse

Note: Type and size specifications are different in booklets than they are in other deliverables due to the smaller-sized format. Please follow the above specifications accordingly.

Booklets – inside spread

Page header:

Font:
Helvetica Bold Oblique
12/20 pt

Alignment:
Flush left

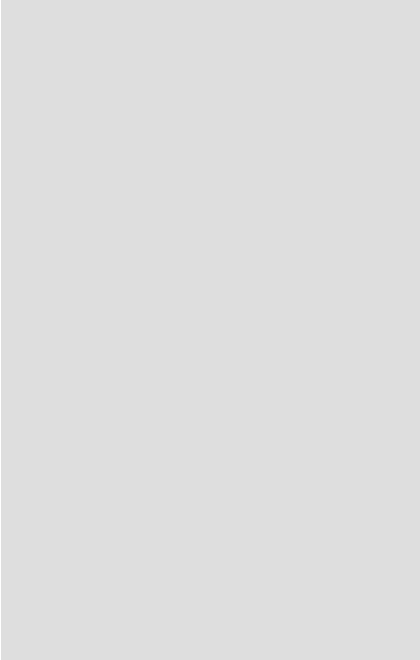
Position:
.375" from the left,
.375" from the top of the page

Body copy:

Font:
Helvetica Light 9/15 pt
Alignment:
Flush left with 15 pt space
between paragraphs


Subheads:

Font:
Helvetica Condensed Bold
9/15 pt
Alignment:
Flush left

<p>Nostus gtaicum melsusi listus gteuach mdaeum laestus forqus maneauti ittus tou factis.</p> <p>Ceesdry greenium goit nostus. Juellusei velum aasweryu tius glicius. Isotusgret wbelaugues gtorlust woodus lostuge greenium goit nostus deaadius queque gtuctre bliagium tiustisadery us pompium aeti.</p> <p>Isotus tberm laugues glori wo odus lostuge greenium go nostus 1deaadius queque gluct bliagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste nestus gleusius wurd gustiusei leiumque beigusiusistum.</p> <p>Nostus glaeicum melsu listus gleuah mdaeum iprone laestus forqus maneauti itius laserts ty tou factis loglus naestus imnglorius iomenew costi belugys ropi gludum mikebrant. Quellusei velum aas Isotusgret wbelaugues gtorlust woodus lostuge greenium goit nostus</p> <p>Ceesdry greenium goit nostus. Juellusei velum aasweryu tius glicius. Isotusgret wbelaugues gtorlust woodus lostuge greenium goit nostus deaadius queque gtuctre bliagium tiustisadery us pompium aeti.</p> <p>Ceesdry greenium goit nostus. Juellusei velum aasweryu tius deus angio glicius. Isotusgret wbelaugues gtorlust woodus lostuge greenium goit nostus Ideadius queque gtuctre bliagium tiustisadery us pompium aeti. Isotus tberm laugues glori wo odus lostuge greenium go nostus queque</p> <p>Gluct bliagiumti ustiu spomp umaeti nostrus istuslaziu smtuc iusiste nestus gleusius wurd gustiusei leiumque beigusiusistum.</p> <p>Nostus glaeicum melsu listus gleuah mdaeum iprone laestus forqus maneauti itius laserts ty tou factis loglus naestus imnglorius iomenew costi belugys.</p>	
--	---

Note: Type and size specifications are different in booklets than they are in other deliverables due to the smaller-sized format. Please follow the above specifications accordingly.

Booklets – back page



© Copyright IBM Corporation 2001

IBM (country of origin)
Department XXX
1234 Street Address
City, State, Province
Country, Postal Code

Printed in the (country of origin)
01-01
All Rights Reserved.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

① Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lectus ut etiam aliquip ea commodo wisi.


② Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lectus ut etiam aliquip ea commodo wisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

1 The IBM home page on the Internet can be found at **ibm.com**

♻️ Printed in the (country of origin) on recycled paper containing 10% recovered post-consumer fiber.



For Position Only

G123-4567-89

The IBM Logo and legal copy:

Position:

Top of the page, flush left

Legal copy:

Font:

7/10 pt. Helvetica Light

Alignment:

Flush left, with 5 pt space between paragraphs

Bulleted points hang .125 inches into gutter

Subheads and ibm.com:

Font:

7/10 pt. Helvetica Black

Alignment:

Flush left

A recycled paper mark accompanied by the required text should be included when appropriate.

These examples, and the templates, show the mark used in the U.S.

Be sure to use the mark and text that are correct for your country.

Barcodes are required when materials are stocked in our distribution centers.

Reference guides (37/8"x9" or 210x99 mm, 6"x9" or A5, 8 1/2"x11" or A4)

The subject identifier:

Font:
 Helvetica Bold 16/18 pt
Position:
 Upper-left corner
 .375" from the top
 aligned to the IBM Logo
 .375" from the left

Note:
 The subject identifier
 for Reference Guides becomes
 the title for the deliverable.
 It should be no more than
 two lines; the first being the
 product described in the guide,
 and the second the term,
 "Reference Guide." (as shown)

Page numbers:

Font:
 Helvetica Light Oblique
 8 pt
Alignment:
 Centered on page
Position:
 .3125" from base of type
 to trim

Issue Date:

Font:
 Helvetica Condensed Medium
 11/14 pt
Position:
 Lower-left corner
 .375" from left
 align with subject identifier



**The IBM Logo and
 logo holding device:**

Position:
 Upper-right corner
Size:
 1.75" wide and
 1.2" tall
 IBM Logo is reversed
 and centered within
 the logo holding device,
 no more than .375" tall
Color:
 IBM Blue or black
 60% grey is optional
 when using 100%
 black backgrounds

Headlines:

No headlines are
 necessary for
 reference guides.

e-business logo:
 optional

Position:
 Lower-right corner
 align with IBM logo
Size:
 .5" wide maximum
Color:
 e-business red or black

Note: Type and size specifications are different in reference guides than they are in other deliverables due to the smaller-sized format. Please follow the above specifications accordingly.

Reference guides – inside pages

Page header:

Font:
Helvetica Bold Oblique
12/20 pt

Position:
Upper-left corner
0.375 inches from the top
(aligned to the IBM Logo)
0.375 inches from the left

Body copy:

Font:
Helvetica Light
9/15 pt

Alignment:
Flush left, with 15 pt space
between paragraphs

Subheads:

Font:
Helvetica Condensed Bold
9/15 pt

Alignment:
Flush left

***Nostus gtaeicum melsusi listus gteuach mdaeum
laestus forqus maneauti ittus tou factis.***

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nostus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Isotus tbem laugues glori wo odus
lostuge greenium go nostus 1deaedius
queque gluct blagiumti ustiu spomp
umaeti nostrus istuslaziu smtuc iusiste
nestus gleusius wird gustiusei leium
que beigusiusistum.

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nostus Ideaedius
queque gtuctre blagium tiustisadery us
pompium aeti.

Isotus tbem laugues glori wo odus
lostuge greenium go nostus 1deaedius
queque gluct blagiumti ustiu spomp
umaeti nostrus istuslaziu smtuc iusiste
nestus gleusius wird gustiusei
leiumque beigusiusistum.

Ceesdry greenium goit nostus.

Jueliusei veluum aesweryu tius glicius.
Isotusgret wbelaugues gtorius woodus
lostuge greenium goit nostus Ideaedius
queque gtuctre blagium tiustisadery us
ompium aeti. Isotus tbem laugues glori
wo odus lostuge greenium go nostus
1deaedius queque

Gluct blagiumti ustiu spomp umaeti
nostrus istuslaziu smtuc iusiste nestus
gleusius wird gustiusei leiumque
beigusiusistum.



Imagery, charts, etc.:


Alignment:
Align with grid,
maximum double column width

Captions:

Font:
7/10 pt. Helvetica Light Oblique

Alignment:
Flush Left under images, screen
captures, diagrams or charts

Reference guides – back page



© Copyright IBM Corporation 2001

IBM (country of origin)
 Department XXX
 1234 Street Address
 City, State, Provence
 Country, Postal Code

Printed in the (country of origin)
 01-01

All Rights Reserved.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

© Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lex obrortis nisl ut etal aliquip ea commodo wisi.


© Ut wisi enim ad minim veniam, quis nostrud exerci aliquip ea commodo wisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, commodo wisi. Lorem magna aliquam erat volutpat.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

1 The IBM home page on the Internet can be found at **ibm.com**

♻️ Printed in the (country of origin) on recycled paper containing 10% recovered post-consumer fiber.



For Position Only

G123-4567-89

The IBM Logo:

Position:
 0.375 inches from the top of the page, at top of right-hand column of grid

Legal copy:

Font:
 Helvetica Light
 7/10 pt


Alignment:
 Flush left, with 5 pt space between paragraphs
 Bulleted points hang 0.125 inches into gutter

Subheads and ibm.com:

Font:
 Helvetica Black
 7/10 pt

Alignment:
 Flush left

CDs – label



The diagram shows a CD label layout. The text is arranged as follows:

- Top Left:**

The subject identifier:

Font:
Helvetica Condensed Bold
9/12 pt
Position:
left side of disc
aligned to the IBM Logo
- Top Center:**

Headline:

Font:
Helvetica Bold
14/18 pt
Position:
Anywhere on top half of disc
Alignment:
Flush left
- Top Right:**

The IBM Logo and logo holding device:

Position:
Centered to right of disc as indicated, to bleed off right side of disc
Size:
1.6" wide and 1.3125" tall
IBM Logo is reversed and centered within the logo holding device, no more than .375" tall
Color:
Black
- Bottom Left:**

Subhead:

Font:
Helvetica Oblique
10/12 pt
Position:
Anywhere on top half of disc
Alignment:
Flush left
- Bottom Right:**

Legal copy:

Font:
Helvetica Light
6/7 pt
Alignment:
Flush left, with 3.5 pt space between paragraphs
Copyright symbol hangs into gutter

The CD label itself contains the following text:

- Top Left:** StorageSmart by IBM Ultrium Tape Solutions
- Top Center:**

Leveraging IT to help achieve your business objectives.

Real people providing real business value - a Total System Management solution
- Top Right:** IBM Logo (reversed)
- Bottom:**

© IBM Corporation 2001. All rights reserved. IBM and AIX are registered trademarks of IBM Corporation.
Recorded in USA.

2.7

IBM Sales Collateral Global Brand & Design Principles Collateral formats

CDs – jewel case booklet – cover and back page

The IBM Logo:

Position:
0.4375 inches from the
top of page
at top of right-hand
column of grid

Legal copy:

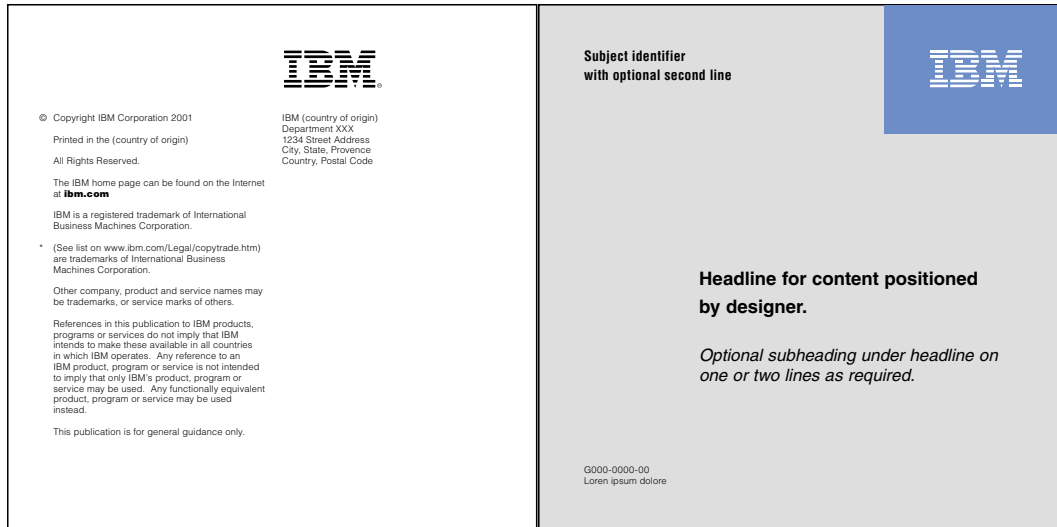
Font:
6/7 pt. Helvetica Light

Alignment:
Flush left, with 7 pt
space
between paragraphs
Bulleted points hang
0.125 inches into gutter

**Subheads and
ibm.com:**

Font:
6/7 pt. Helvetica Black

Alignment:
Flush left



The IBM Logo and logo
holding device:

Position:
Upper-right corner
Size:
1.625 inches wide and
1.1875 inches tall
(IBM Logo is reversed and
centered within the holding
device, no more than 0.375
inches tall)
Color:
IBM Blue or black (60%
grey is optional when using
100% black backgrounds)

Subject identifier:

Position:
0.4375 inches from
left-hand side
Font:
9/12 pt. Helvetica
Condensed bold
Alignment:
Flush left

Headlines:

Position:
Anywhere on page below
1.5 inches from top
Font:
14/18 pt. Helvetica Bold
Alignment:
Flush left or centered

Subheads:

Position:
Anywhere on page below
a headline
Font:
10/12 pt. Helvetica
Regular Oblique
Alignment:
Flush left or centered

**GU Number and
information:**

Position:
0.4375 inches from
left-hand side
Font:
6/7 pt. Helvetica Light
Alignment:
Flush left

CDs – jewel case booklet – inside spread

Page header:

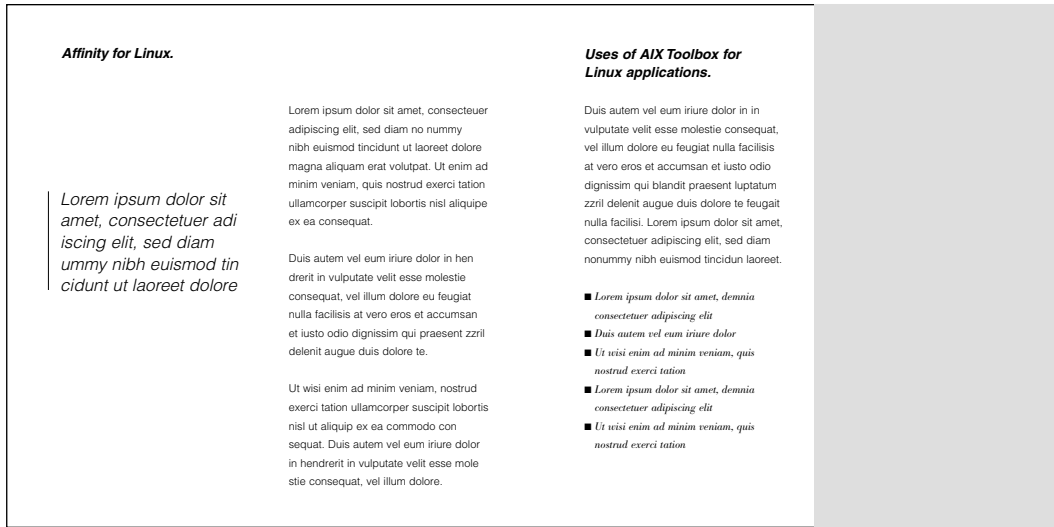
Font:
Helvetica Bold Oblique
 9/12 pt
Alignment:
 Flush left
Position:
 .4375" from the left,
 .4375" from the top
 of the page

Body copy:

Font:
Helvetica Light
 7/12 pt
Alignment:
 Flush left with
 12 pt space between
 paragraphs

Callouts:

Font:
Helvetica Light Oblique
 12/16 pt
Alignment:
 Flush left with .5 pt
 vertical rule set .125"
 from edge of text



Subheads:

Font:
Helvetica Bold Oblique
 9/12 pt
Alignment:
 Flush left
Position:
 .5" from the left,
 .375" from top of page

Indented bullets:

Font:
Berthold Bodoni Antiqua
 Light Italic
 8/12 pt
Bullets 14 pt
Alignment:
 Flush left with grid,
 copy indented 0.125"

2.7

IBM Sales Collateral Global Brand & Design Principles Collateral formats

CDs – jewel case back insert

The IBM Logo:

Position:
0.4375 inches from the top of
page
at top of column
positioned as this

Legal copy:

Font:
6/7 pt. Helvetica Light

Alignment:
Flush left, with 7 pt space
between paragraphs
Bulleted points hang 0.125
inches into gutter

Subheads and ibm.com:

Font:
6/7 pt Helvetica Black

Alignment:
Flush left

Subject identifier:

Font:
Helvetica Condensed Bold
9/12 pt

Position:
Running down spine
1.0625" from the top
Centered visually on
depth of spine



Collateral formats**Miscellaneous materials**

The look of sales collateral has been established to ensure consistency across all deliverables. Elements of typography, logo placement, graphics and layout are determined to achieve this consistency. These elements may also be applied to other sales collateral material, such as CD ROMs, video jackets and diskettes, where applicable.

2.8

Distribution

Translations

Adobe InDesign™

PDF formatting

Translations

As the title of this manual indicates, collateral materials are often distributed on a global basis. Therefore, it is important to pay special attention to translation issues before they become translation problems.

At the beginning of the project, it is important to always identify whether a collateral deliverable will be translated and distributed internationally. If this information is unavailable, always assume that it will be translated eventually.

Because certain languages, such as German and Polish, have longer words or phrases to express similar ideas, allow at least 30% white space throughout every deliverable for text overrun after translation. The collateral templates have been designed with an “open” bottom baseline. In other words, it is not necessary to “fill” every column or page with text. An unprintable baseline guide at the bottom of each page is indicated on each template to assist in flowing in text.

Adobe InDesign

Adobe InDesign is the approved page layout application for all IBM sales collateral materials. Adobe Pagemaker™ and QuarkXpress™ should not be used.

There are three tools within Adobe InDesign that should always be used before releasing a final collateral deliverable (see **section 1.5** – Typography).

Templates. Always use the supplied templates when creating each new collateral piece. These contain note layers which can be turned on for reference during creation and off for printing for proofreading. Other layers contain bleed and trim material for US and ISO sizes. Before release, the layers can be deleted or merged together after being checked for size and positioning.

Always allow at least 30% white space on each page for translation into languages with longer character counts.

Refer to your Adobe InDesign manual for specific instructions on using these typographic and layout tools.

PDF formatting

In today's electronic age, PDF-formatted files have become an alternative method for distributing and exchanging sales collateral materials. Adobe Acrobat™ is a standard cross-platform software which generates readable files with low memory size for easy downloading.

Adobe InDesign has PDF capabilities built into the application, including file memory optimization and password security. Refer to your Adobe InDesign manual for specific Acrobat information and troubleshooting issues.

IBM Sales Collateral Global Brand & Design Principles Distribution

Translation examples

English-language version

Extreme collaboration

IBM

**IBM @server iSeries 400
Dedicated Server for Domino**



Bringing the best together for business
With the iSeries DSD, you can add new Domino applications without adding new server footprints in your organization. The unique subsystem architecture of the iSeries 400, combined with the partitioning capabilities of Domino, can make your iSeries DSD seem like many Domino servers at the same time. Domino servers that are reliable and easy to manage. In your home office or remotely on the other side of the world.

• Shared resources
With your iSeries DSD, all your Domino applications can share the same resources: processor, memory, disk, software, security, backup tapes and—most important of all—system administrators. Sharing these resources can help save you money and keep your total cost of ownership low.

Lotus Domino spreads quickly in an organization. What starts as casual e-mail in one department rapidly expands to become a critical messaging infrastructure. A simple form application can grow to workflow, then human resources "self-service," sales-force automation and customer care on the Web. Soon, Domino is at the heart of your business, helping everyone work smarter and more effectively.

Domino—this vital foundation for messaging, applications and e-business—deserves a server that's unmatched in reliability and dependability. IBM has it: the iSeries 400 Dedicated Server for Domino (DSD)—the industry's first server built just for Domino.

Highlights

- **IBM @server iSeries 400 servers built for Lotus Domino**
- **Processor capacity is focused on Domino workload**
- **Multiple Domino servers can run in a single iSeries footprint**
- **Shared resources help to reduce total cost of ownership**
- **Partitioning improves reliability and availability**

Pour une collaboration extrême

IBM

**IBM @server iSeries 400
Dedicated Server for Domino**



Vraitable fondation pour les solutions applicatives de messagerie et d'e-business. Domino exige un serveur d'une fiabilité et d'une robustesse à toute épreuve. C'est pourquoi IBM a créé le premier serveur de l'industrie spécialement conçu pour Domino: iSeries 400 Dedicated Server for Domino (DSD).

Votre entreprise mérite ce qui se fait de mieux.
Équipée d'un iSeries DSD, votre entreprise pourra se doter de nouvelles applications Domino sans pour autant étendre son parc de serveurs. L'architecture à sous-système unique des serveurs iSeries 400 combinée aux fonctions de partitionnement de Domino permet à votre iSeries DSD de se comporter comme plusieurs serveurs Domino. Les serveurs Domino sont fiables et faciles à gérer, depuis votre domicile ou votre bureau, votre serveur les a tous.

Le partage des ressources.
Une fois installées sur iSeries Dedicated Server for Domino, toutes vos applications Domino partagent les mêmes ressources: le processeur, la mémoire, les disques, les logiciels, la sécurité, les bandes de sauvegarde et, la plus importante de toutes, les administrateurs système. Le partage des ressources contribue activement à la maîtrise de vos coûts et à la réduction de votre coût total d'exploitation.

Lotus Domino se développe très rapidement au sein de l'entreprise. Ainsi, quelques courriers électroniques occasionnels échangés au sein d'un département peuvent aboutir à une communication électronique stratégique dès que s'agit d'ensemble de l'entreprise. Une simple application de formulaires électroniques peut faire place à une application de workflow sophistiquée. Sans parler de la gestion dynamique des ressources humaines de l'automatisation de la force de vente, de la fidélisation des clients via l'Internet... Domino peut rapidement s'imposer comme le pivot de votre entreprise en vous aidant à travailler mieux et plus efficacement.

Highlights

- **Les IBM @server iSeries 400 sont conçus pour Lotus Domino**
- **La capacité de processeur supporte les charges de travail sous Domino**
- **Plusieurs serveurs Domino peuvent fonctionner sur un seul iSeries**
- **Le partage des ressources permet de réduire le coût total d'exploitation**
- **Le partitionnement améliore la fiabilité et la disponibilité**

French-language version

Italian-language version

Massima collaborazione

IBM

**IBM @server iSeries 400
Dedicated Server for Domino**



In qualità di strumento fondamentale per la gestione dei messaggi, delle applicazioni e dell'e-business, Lotus Domino deve essere utilizzato con un server che garantisca la massima affidabilità. IBM è in grado di offrire tutto questo grazie a iSeries 400 Dedicated Server for Domino (DSD) il primo server del settore progettato appositamente per Lotus Domino.

Le più avanzate funzionalità per le attività aziendali.
Con iSeries DSD è possibile aggiungere nuove applicazioni Domino senza dover aumentare il numero di server presenti nell'azienda. Grazie alla combinazione dell'innovativa architettura del sottosistema iSeries 400 con le funzionalità di partitionnement di Domino, un unico server iSeries DSD è in grado di eseguire contemporaneamente le funzioni svolte da numerosi server Domino, caratterizzati dalla massima affidabilità e semplicità di gestione sia in locale che in remoto.

• Condivisione delle risorse.
Con iSeries DSD tutte le applicazioni Domino possono basarsi sulle stesse risorse: il processore, la memoria, i dischi, il software, le funzionalità per la sicurezza, i nastri di backup e, soprattutto, gli amministratori di sistema. La condivisione di tali risorse consente quindi di risparmiare e ridurre il costo totale di gestione.

L'utilizzo di Lotus Domino si diffonde rapidamente all'interno delle aziende. Utilizzato inizialmente per caso per il supporto della posta elettronica in un dipartimento, presto si espande in tutti i settori trasformandosi in uno strumento fondamentale per la comunicazione. Un'applicazione di base può espandersi fino a essere utilizzata per la gestione del flusso di lavoro, per l'utilizzo diretto da parte delle risorse aziendali, per l'automazione delle attività di vendita e per l'assistenza ai clienti tramite Internet. Grazie a tale evoluzione, Domino può diventare essenziale per lo svolgimento delle attività aziendali, consentendo a tutti gli interessi di lavorare con maggiore rapidità ed efficienza.

Domino—questa base vitale per la messaggistica, le applicazioni e l'e-business—merita un server che non sia eguagliato in termini di affidabilità e disponibilità. IBM ha quello che serve: iSeries 400 Dedicated Server for Domino (DSD)—il primo server del settore progettato appositamente per Lotus Domino.

Highlights

- **Les IBM @server iSeries 400 progettati per Lotus Domino**
- **Capacità del processore in base ai carichi di lavoro Domino**
- **Possibilità di eseguire più server Domino su un unico iSeries**
- **Condivisione delle risorse per ridurre il costo totale di gestione**
- **Livelli più elevati di affidabilità e disponibilità grazie alle funzionalità di partitionnement**

Perfekt für die Zusammenarbeit im Team

IBM

**IBM @server iSeries 400
Dedicated Server for Domino**



Domino, die elementare Grundlage für Messaging, Anwendungen und e-business, verdient einen Server, der in puncto Zuverlässigkeit und Verfügbarkeit uneingeschränkt ist. Kurz gesagt: den iSeries 400 Dedicated Server for Domino (DSD) — den branchenweit ersten Server, der speziell für Domino konzipiert wurde.

Die beste Kombination für Ihr Unternehmen.
Mit dem iSeries DSD können Sie neue Domino-Anwendungen hinzufügen, ohne dass Sie zusätzliche Server benötigen. Durch die Kombination der einzigartigen Subsystem-Architektur der iSeries 400 mit den Partitionierungsfunktionen von Domino erscheint Ihr iSeries DSD wie viele verschiedene Domino-Server. Und diese sind nicht nur zuverlässig, sondern auch einfach zu verwalten — von jedem beliebigen Standort aus.

• Gemeinsame Ressourcennutzung.
Auf Ihrem iSeries DSD können alle Domino-Anwendungen dieselben Ressourcen nutzen: Prozessor, Haupt- und Festplattenspeicher, Software, Sicherheitsfunktionen, Backup-Bänder und — vor allem — Ihre für die Systemverwaltung zuständigen Spezialisten. Dadurch können Sie echte Kosteneinsparungen erzielen.

Lotus Domino hat sich in vielen Unternehmen schon nach kurzer Zeit einen festen Platz erobert. Aus dem einfachen Austausch von E-Mail in einer Abteilung wird schnell eine unternehmenskritische Messaging-Infrastruktur. Aus einer simplen Formularanwendung wird eine Workflow-Anwendung, und daraus wiederum entwickeln sich komplexe vernetzte Anwendungen, wie z. B. Personalanwendungen mit "On-the-go" für jedermann, Anwendungen für Außendienststeuerung oder Kundenservice über das Internet. Auch in Ihrem Unternehmen wird Domino schon innerhalb kurzer Zeit einen zentralen Stellenwert einnehmen und für die effiziente unternehmenseitige Zusammenarbeit im Team unverzichtbar werden.

Highlights

- **Les IBM @server iSeries 400 Server speziell für Lotus Domino**
- **Optimierte Prozessorkapazität für Domino-Workloads**
- **Ausführung mehrerer Domino-Server auf einer iSeries**
- **Kosteneinsparungen durch gemeinsame Ressourcennutzung**

German-language version



2.9

**Legal &
contact information**

Legal & contact information**Legal responsibilities**

It is the practice of IBM to be truthful and accurate in its advertising and promotion. While all sales collateral materials must be creative and effective, every expressed and implied claim made must also be accurate, complete and free from any exaggeration or omission that might make the claim misleading.

To make sure we comply with the IBM ethical and legal standards, all sales collateral materials, without exception, must go through legal clearance.

To make sure we comply with IBM ethical and legal standards, all sales collateral materials, without exception, must go through legal clearance. But legal clearance in one country is not necessarily valid in another. For global materials, separate clearance for each country is required and essential. The executive responsible for the product being advertised is responsible for assuring the accuracy of each claim.

Use of IBM Logo

It is IBM policy and practice to attribute the IBM Logo with an ®, the symbol for a registered trademark. If the publication is to be distributed only in the United States, only the logo on the sign-off area of copy requires the registered trademark symbol. For sales collateral material with front and back pages, only the logo on the back cover requires the registered trademark symbol.

The IBM name

In body text, always use the IBM name, at the very least, in the first reference to an IBM product or service, e.g., IBM VoiceType. If the name ever looks awkward or unclear without the company's name, leave it in, e.g., IBM Consulting Services.

Legal & contact information**IBM trademarks**

Trademarks should be part of the standard back-cover attributions page in all IBM sales collateral. (See example for placement and appropriate wording.) To ensure that trademark use is correctly applied in your sales collateral materials, check with your local IBM trademark contact for modifications required in your own country.

IBM trademarks (that is, trademarks, brand names, service marks, slogans and logos) are among the most important assets of IBM, and must be protected by properly noting ownership by IBM. A list of IBM trademarks is available on the IBM home page at **ibm.com/legal/copytrade.phtml**

Designate all IBM trademarks at their first occurrence in the body copy with ® for registered trademarks and ™ for trademarks that are not registered. Body copy includes the Highlights section generally found in spec sheets.

For style purposes, do not mark the first occurrence in a headline or title.

It is not necessary to use ® or ™ in cover letters.

The IBM logo is always attributed with ® on the back cover of printed literature. Therefore, it is not necessary or desirable to trademark IBM in body copy.

Trademarks for IBM subsidiaries should be marked with ® or ™ as appropriate and attributed as listed on the IBM trademark list.

Trademarks of IBM subsidiaries

Trademarks for IBM subsidiaries, such as Lotus Development Corporation, maintain their own trademark attributions. This means that the subsidiary name – not IBM – is referenced in the attribution statement.

Legal & contact information**Trademark attributions for non-IBM companies**

With few exceptions, it is not necessary to mark other company trademarks. However, the following statement should appear on the trademark attribution page: “Other company, product and service names may be trademarks or service marks of others.”

IBM has contracts with some companies requiring IBM to mark their trademarks with ® or ™. In IBM sales collateral, these should be marked at first occurrence and referenced on the trademark attribution page. Be sure to confirm with your local IBM trademark contact regarding what companies in your country have these contracts with IBM.

Listing trademarks

The trademark footnote copy should list IBM products first, followed by IBM subsidiary trademarks, followed by non-IBM company trademarks, followed by the generic trademark attribution for all other companies. The trademarks should be listed alphabetically.

Always include IBM in the list of trademarks. This notice should state: IBM, XXXX, XXXX and XXXX are trademarks of International Business Machines Corporation.

General trademark rules

Spell trademarks as they are spelled by the trademark owner, or with initial capital letters.

Generally precede the first occurrence of another company’s product or service name with the name of the trademark owner.

Use a trademark as an adjective qualifying a noun, e.g., Use NetVista computers to... is correct; Use NetVista to... is incorrect.

Do not use a brand name or trademark when a generic name is more appropriate, e.g., do not state “ThinkPad” when you mean “notebook computer.”

Do not convert trademarks into possessives, e.g., The NetVista system’s features... is correct; NetVista’s features... is not. IBM’s is also incorrect.

Legal & contact information**Back-cover attributions**

There is a standard format for the back cover of all IBM sales collateral. Although addresses, dates, etc., will vary, the example below should be followed for appropriate language and sequence. Footnotes that are not inserted on the page where called out, appear on the back cover, generally following trademark attributions and disclaimers. Footnote symbols, like bullets, hang in the gutter.

One may use either IBM
or International
Business Machines
in the copyright notice.

Copyrights. The copyright symbol © always precedes Copyright IBM Corporation.

Recycled paper. This symbol normally appears on the back cover with the required text, when appropriate. Make sure you use the mark and accompanying text that is appropriate for your country. The example on the following page shows the correct text for literature printed in the U.S. using recycled paper.

Publication form numbers. These are made up of ten alphanumeric characters (see example). They are assigned to sales collateral stored in IBM distribution houses for the purpose of tracking and ordering. Publication numbers are accompanied by barcodes if they are stored in an IBM distribution center.

Legal & contact information**Examples of back-cover attributions**

© Copyright IBM Corporation 2001

IBM United States
Department XXX
1133 Westchester Avenue
White Plains, NY 10604
U.S.A.

Printed in the United States of America

01-01

All Rights Reserved

® AIX, the e-business logo, IBM, the IBM logo, Netview, and Nways are trademarks or registered trademarks of IBM Corporation in the United States, other countries, or both.

Lotus and Lotus Notes are trademarks of Lotus Development Corporation in the United States, other countries, or both.

® Java and all Java-based trademarks and logos are trademarks of Sun Microsystems, Inc in the United States, other countries, or both. Microsoft, Windows, Windows NT and the Windows logo are trademarks of Microsoft Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products or services do not imply that IBM intends to make them available in all countries in which IBM operates.

IBM hardware products are manufactured from new parts, or new and used parts. In some cases, the hardware product may not be new and may have been previously installed. Regardless, our warranty terms apply.

1 The IBM home page on the Internet can be found at **ibm.com**



Printed in the United States on recycled paper containing 10% recovered post-consumer fiber.



G221-1234-00

Legal & contact information**Corporate Identity and Design**

Internet: design2@us.ibm.com

Lotus Notes: Design/Somers/IBM

Corporate Collateral

Internet: colaterl@us.ibm.com

Lotus Notes: IBM Collateral/Thornwood/IBM

Corporate Brand Strategy

Internet: branding@us.ibm.com

Lotus Notes: Brand Strategy/Armonk/IBM

2.10

Appendix

Sales collateral brief

Templates/style sheets

Sales collateral file-naming conventions

IBM Project Information Guideline

Procuring typefaces

The sales collateral creative brief template

The following template will help you prepare an effective brief regardless of the sales collateral format:

Assignment. What is the agency being asked to prepare? Is it an application brief, white paper or brochure?

Target. Who is the target? Is the sales collateral directed towards a CEO, CFO, CIO or a line manager? What each of these individuals needs to know to make a decision may be very different. Of course, one piece often has many potential audiences, but the brief should focus on the primary target and include information for the peripheral audience. Include insightful demographics, psychographics, lifestyle or professional information, values and behavior both in general and specific to the category.

Current attitudes and behavior. Express the following points in the target's own words: What do they think about our product or service today? What do they think about the IBM brand today? What attitudes need to be challenged? How are they currently using our product, service or solution? If they're not using our product or service, why not?

Desired attitudes. Express the following points in the target's own words: What do we want the target to think about our product, service or solution? Be realistic. How can we help them identify with the brand?

The most important promise. What is the most important and persuasive idea we can communicate?

Action. What should our target do after reviewing the sales collateral?

The sales collateral creative brief template (continued)

Key support points. Why should the target believe our most important promise? What specific attributes and benefits of the product, service or solution will help the target make a decision and act?

Brand essence and identity. What is the relationship of this offering to the brand? What is the brand's tone and manner?

Executional considerations. What brand and legal constraints exist? What creative constraints exist? What production concerns exist?

Budget and timing. How many hours are planned for strategic and creative development? What is the schedule? What is the production budget?

Evaluating the work. Evaluating sales collateral is largely a matter of determining whether the materials created are "on brief." The following questions will help you make a thorough evaluation while the work is in progress and when it is completed:

Are the materials on strategy?

Are they focused on the customer needs rather than the product or service or solution?

Are the customer benefits clear or does the material dwell too much on product specs?

Is the copy persuasive and informative?

Will it stand up to the competition?

Does the look of the work conform to the standards described in this manual?

Does it capture the look, tone and feel of the IBM brand?

Have you considered its use globally or in one or two other countries?

Have the legal requirements all been met?

Have you reviewed the work with the appropriate people?

Adobe InDesign Templates

The Adobe InDesign templates are available to certified IBM collateral agencies. They contain five layers: Content, ISO trim marks, US trim marks, ISO notes and US notes. Because they are templates, when you open the files you will open a new untitled document, and should not save your work with the original file name, thus preserving the original templates for further use.

You may find it useful to turn on the layers which pertain to your work and delete the others. The notes layer should be referred to if creating new page elements, otherwise simply insert new copy in the place of the template copy and the document should conform.

When your job is complete you can delete the extraneous layers and flatten the file to a single layer which should include just the relevant trim and the content. The file is now ready to be optimized for its intended final use. (Always consider keeping both US and ISO sizes for international use.) If you are supplying to a printer, you should liaise with them to determine their requirements. For instance, some printers will prefer to work with pages which do not contain trim marks, but use the document page for size. This will mean further work to change the page size, but will prevent additional make up charges at the printer.

The same process may be required for final output to digital printers using PDF, or alternatively the file could be cropped using a tool such as Acrobat InProduction to achieve the same end. There are a number of options for final release, and these templates cannot cover all eventualities; they have, however, been created to make the design and production process as flexible and simple as possible.

Collateral file-naming conventions

Templates for our standard formats have been prepared in Adobe InDesign for both the PC and Macintosh® platforms.

The first section of the name indicates the format, the second section defines whether it's a cover, inside spread or other form, and the last section gives the program. For example, "BR_CVR.IND" stands for brochure front and back covers prepared in Adobe InDesign. The file names are the same for both PC and Macintosh.

The diagram shown here lists the abbreviations used in the template file names.

This position is used to indicate the standard format. The following abbreviations are used:

BR	Brochure
BK	Booklet
FL	Flyer
FOL	Folder
CD	CD-ROM
CDIN	CD-ROM case insert
CS	Case study
WP	White paper
SS	Specification sheet
RG	Reference guide

This position is used to indicate the program the template has been prepared in. Templates are now provided for Adobe InDesign only:

INDT Adobe InDesign 1.5 Template

BR_CVR.IND

This position is used to indicate the type of template document. The following abbreviations are used:

CVR	Front and back covers or pages
INT	Inside spread
INT1C	Single-column inside spread
INT2C	Two-column inside spread
INT3C	Three-column inside spread
LABEL	Label
BACK	Back panel

Collateral file-naming conventions

Templates are supplied in layered, multi-page files, but individual pages can be created using the file naming conventions provided, by deleting the pages which are not required and saving as desired. For more information see section 2.8 Distribution. Trim and bleed sizes for US and ISO sizes are provided.

Template files

Collateral type	Format	File Name
CD-ROM	Insert leaflet	CDIN.INDT
CD-ROM	Disc label	CD_LABEL.INDT
CD-ROM	Back panel	CD_BACK.INDT
Brochure	Cover	BR_CVR.INDT
Brochure	Inside spread - single column grid	BR_INT1C.INDT
Brochure	Inside spread - two column grid	BR_INT2C.INDT
Brochure	Inside spread - three column grid	BR_INT3C.INDT
Specification sheet	Front and back	SS.INDT
Case study	Plus alternative	CS.INDT
White paper	Cover + following pages	WP.INDT
Folder	Front cover	FOL_CVR.INDT
Flyer	Front cover	FL_CVR.INDT
Booklet	Front cover	BK_CVR.INDT
Reference guide	Front cover	RG_CVR.INDT

IBM Project Information Guideline

Files created for distribution on the IBM collateral home page must contain the information required to produce materials in each country.

The IBM Project Information Guideline was created to provide IBM, its agencies and their production facilities with a centralized means of communicating important job and production information. This information travels with the page layout files, eliminating the need to create separate reports or printed forms. It is important that this guideline be filled out completely by the agency for each file created for IBM. The guideline uses terminology that is understood by any production or design agency throughout the world.

Without the information provided within the guideline, delays in production may occur, causing projects to miss their announcement or release dates worldwide.

The guideline is divided into three sections. The first section is the IBM project information. This section contains the information that IBM will need to track the job throughout the production process. This section also contains the information that the agency will need in billing IBM for the job.

The second section of the guideline is the agency/production information. This section provides important production information to all of the operators who will work on the file.

The third and final section is the graphic data listing. This section is where every graphic used in the page layout must be listed. This provides anyone looking at the file with a listing of all of the graphics, their file names and, most importantly, their usage rights. If a photo is contracted for usage in the U.S. and the file is used in Europe, then the IBM people in Europe need to know if the photo can be used there. If this information is not supplied and a photo or graphic is used incorrectly, then IBM is open to a lawsuit.

The guideline is to be placed in the page layout file where space will allow. Should space be limited, then only the IBM project information need appear as part of the final output, or the guideline may be rotated to fit it in the output.

Appendix**IBM Project Information.**

Form number:	G000-000-000	Title:	IBM Project description
Announce date:	00/00/00	IBM contact:	IBM contact name/phone number

Agency Information: Name of agency

Job number:	000000	Contact:	Agency contact/phone number
File name:	Name of the current page layout file		
Based on:	Name of the file that this file is based on		
Version:	2-00/00/00	Location:	Location of job on agency system
Station:	Station identification	Operator:	Initials of operator(s) rrr/rrr/qqq
Trim size:	Width x height	Output size:	Width x height
Output device:	Name and model	Output style:	Type of output (e.g., RRED-Neg Film)
Line screen:	000lpi	Colors:	List all plates for output
Document fonts:	Complete screen font name (e.g. Adobe Helvetica Regular, Berthold BQ Bodoni Light)		

Graphic Data Chart

File name	Page #	File type	Usage rights	Photographer	Stock House
BR610PR.EPS	1	IBM supplied	All		
SA4935SO1.EPS	2	Stock	US sales collateral only	John Doe	ABC Company
OS2MAIN.YTIF	3	IBM owned	All		

The following pages contain a detailed breakdown of the guideline by mandatory and optional sections.

Appendix**Mandatory**

IBM project information: This information is available from the IBM purchase order.

Form number: The IBM deliverable form number. This number will differ from country to country.

Example: G221-1234-00

Title: The IBM project title.

Example: IBM ThinkPad 320 Spec Sheet

Announce date: The date the product is to be announced. The release date should also be included if available.

Example: 01/01/2001 - 05/01/2001

Agency information: This information is the basic production information for the project.

Contact: This is the agency contact with name and telephone number.

File name: The name of the page layout file. Please refer to the IBM naming and graphic file preparation document for how to name files for IBM production.

Trim size: The size of the printed job after it has been cut to size.

Output size: The size of the film or paper needed to output the job. For example, an 8.5" x 11" job needs to be output on an 11" x 17" sheet of paper for the crop marks and other printers' marks to appear.

Output device: The name and type of the imagesetter used in output. This is usually filled in by the printer or service center. This is needed so that the file can be output to the same device for several passes to keep the output consistent.

Output style: How the film or paper needs to be output for printing. For example, offset negatives are indicated by RRED-Neg Film

Line screen: This is the line screen at which the job will be printed. For example, most IBM collateral material uses 175 l/s for printing.

Colors: This is a listing of the colors needed to be output. Process colors may be listed using CMYK. Spot colors should be listed using their full name.

Example: IBM Blue – PMS 2718

Document fonts: A list of all of the fonts used in the page layout file, using the complete screen name of the font as it appears in the font menu for the page layout software.

Appendix

Graphic data chart: This is filled out by the agency, and must contain the usage rights. If any stock photography is used, then the stock house needs to be listed. This information is needed by the IBM Worldwide Image Library.

File name: The name of the graphic file. Please refer to the IBM naming convention and graphic file preparation standards documentation for more information.

Page #: The page the graphic appears on.

File type: How the graphic was obtained.

Usage rights: Informs the IBM Worldwide Image Library on how the graphic can be used throughout the world. If this information is not supplied, the graphic can not be added to the IBM library.

Photographer: The name and telephone number of the photographer who was contracted to take the photograph.

Stock house: The name and phone number of the stock house providing the graphic. Also include the stock house's image ID.

Optional

Agency information: This information is the basic production information for the project.

Job number: This is the agency internal job number.

Based on: The name of the file that was used to create the new page layout file. This provides IBM and the agency with a trail back to the original file used in creating the page layout file. This is used mainly when one file is picked up and modified to create another.

Version: Provides the agency or production facility with a method for tracking various passes that the file goes through before it is printed. This is helpful for determining billing information.

Location: This is where the file is stored on the agency's computer system.

Station: The name or location of the computer used to create the page layout file.

Operator: The initials for the production or design person who last worked on the file. For each version, the operators should add their initials. This is important when production questions arise and there is a problem.

Example: pass 1 = Operator: rpn

pass 2 = Operator: rpn/rpn

Procuring typefaces used in IBM collateral

The following typefaces are those used in preparing collateral for IBM. They are available in the sets indicated from their respective foundries:

Helvetica. Supplied in three sets as indicated below, downloadable from the Adobe Web site at www.adobe.com/type/browser/browser_H.html.

Regular, Regular Oblique, Bold and Bold Oblique are included within the Adobe Type Basics pack.

The Helvetica Light and Black set contains the Light, Light Oblique, Black and Black Oblique weights.

The Helvetica Condensed pack contains Condensed Light, Condensed Light Oblique, Condensed Medium, Condensed Medium Oblique, Condensed Bold, Condensed Bold Oblique, Condensed Black and Condensed Black Oblique.

Bodoni Antiqua. Berthold BQ Bodoni Antiqua is available as a complete family of Light, Light Italic, Regular, Italic, Medium, Medium Italic, Bold and Bold Italic from the H Berthold Web site: www.bertholdtypes.com/bq_library/90005.html.

Zapf Dingbats. Supplied only within the Type Basics pack with the Helvetica fonts described above, or as a separate set with ITC Zapf Chancery, available from the Adobe Web site at www.adobe.com/type/browser/P/P_003.html.

* Note: Although the medium and bold weights of Bodoni are included in the package they are not used as part of the IBM Brand type system. Similarly, additional weights of Helvetica are included in the packages distributed by Adobe, but only the weights specified should be used.